

QuickBooks Online Case Study

By Khanjan Chhaya

It's a well-known fact that accountancy firms today resort to technology to boost business. However, the biggest roadblock in doing so is the desktop-based nature of most accounting software that hampers the firm's ability to acquire clients from different cities. This has also presented a challenge in sharing of files between the accountancy firm and the customer. Khanjan Chhaya, Jahir Mansuri (KCJM) and Associates shows us how they tackled the issue by switching to QuickBooks Online.

On Their Account

Since its establishment in 2001, KCJM and Associates has been a pioneer in the world of accounting and financial services. Founded by Mr. Khanjan Chhaya, a practicing Chartered Accountant, KCJM and Associates is based out of Ahmedabad, Gujarat. The firm believes in upholding the highest standards of professional ethics, integrity, and independence, with a dedicated commitment to total quality. Their wide range of services includes Knowledge Process Outsourcing, Financial Consulting, Statutory Audit, Internal Audit, Direct and Indirect Tax Planning Management, and Corporate Laws.

The Search

Heavily dependent on Tally and Excel for the past 15 years, there was a pressing need for KCJM to build capabilities to take on more clients with a multi-city presence. The environment also demanded that they share data seamlessly. This urged them to look beyond the existing features of their accounting software towards a holistic tool that provides anytime, anywhere access, among other features.

KCJM's quest stopped at QuickBooks and they went on to swap out Tally with the first version of QuickBooks in 2010.



Numbers do count

QuickBooks Online's efficiency has helped the firm in converting

40%

of their clients to use the software in their own businesses.

Riding high on this success rate, the firm now aims to achieve

100%

conversion by the end of 2014-2015 financial year.

QuickBooks Online Case Study

The QuickBooks Online Effect

In 2013, KCJM and Associates went one step further by purchasing QuickBooks Online as soon as it released in the Indian market. Today, the firm has seen a remarkable rise in customer satisfaction and sales. It has revolutionized the manner in which they share information with clients and dissolved geographical restrictions.

With QBO being an Internet-based SaaS application, KCJM and Associates now engage with clients across the country. Enhancing the firm's mission statement – Excellence in everything we do – QBO has also helped streamline work, made it more convenient, and established a sophisticated reporting system with its user-friendly interface.



The road ahead...

Extremely satisfied with the difference QBO has made to their business, KCJM and Associates are looking forward to the next upgrade on QBO.

Leveraging the new features, they are enthusiastic about enhancing customization of invoices and receipts, including add-on reports, enabling a Document Management System, and complying to all business standards.

Learn how QuickBooks can help you become the Firm of the Future:

Call us on 1800 102 5599 or visit quickbooks.in/accountants/proadvisor/