Accountex 2019 – Key Takeaways

In ACCA’s theatre at Accountex, experts highlighted the opportunities which firms can benefit from most in 2019

Embrace technology

- Technology is only an enabler – it doesn’t change everything. It allows you to move away from repetitive manual tasks and spend more time with clients
- Technology doesn’t mean job losses. Firms that embrace the cloud have more staff, increased client retention and higher revenues

Migrate your systems

- Understand how your new system and its related apps will benefit clients – and demonstrate this to them during the transition
- A focused change plan and internal business champions are the secrets to a successful migration

Attract and retain talent

- Defining where your firm is going helps attract talent; to retain it find a way for different generations in your firm to work together
- Avoid losing talent to industry by showing your employees where they can go within the firm if they choose to stay

The future of practice

- Decide how you would like your firm to look in the future and put in place the technology and staffing structure to deliver this
- Only 50% of clients currently recommend their accountant. Demonstrating how you care for clients will lead to a) more referrals and b) stronger and more profitable long-term relationships

For more information about these and other opportunities visit bit.ly/ACCA-SMP-Resources