



Case Study

Productivity and revenue set to increase following the adoption of WorkCapcha at Goodman Jones



Goodman Jones LLP are a top 100 Accountancy Firm based in Fitzroy Square, London who have around 80 employees.

Our Clients Challenge

Goodman Jones digital strategy for the last few years has been to move as much of their 'tech stack' to the cloud and like most firms, the pandemic highlighted the importance of this strategy. A key part of this strategy was Microsoft Teams which had been implemented six months prior to the first lockdown, so this was already a natural place for the firm to be, and made collaboration and working from home easier for the team.

Aware of the numerous apps available in Microsoft Teams, Matthew Cook, a Partner at the firm, was keen to explore how to increase productivity.

The accuracy of time recording and managing productivity has always been a concern and Matthew knew that the majority of people did timesheets from memory, which meant that not all the work done would make its way to a timesheet and billing. The top 3 concerns for Goodman Jones were that timesheets are not accurate, they take too long to complete and it's not cloud.

“Employees spend far too much time trawling through calendars, call logs and emails to try and complete the timesheet” says Matthew

This was a concern for the firm as it meant that there was a leakage of time where activity was lost, which meant a leakage of potential revenue.

CloudCapcha - The Solution

Built specifically for Microsoft Azure and Teams, WorkCapcha delivers a fresh approach to time recording and productivity in accounting firms. Goodman Jones selected WorkCapcha and was live within weeks of signing the agreement.

WorkCapcha tracks the digital journey throughout the day, making it easier for staff to complete a timesheet. Activity is automatically logged in a DayBook, surfacing data that staff struggled to find or remember, making it a more efficient, fast and accurate way to complete a timesheet. WorkCapcha reduces time leakage, increases revenue and profit and provides data insights into true cost of production and even employee wellbeing.

WorkCapcha can track and populate the DayBook with Meetings, Teams Calls, Emails, Xero activity, Tasks, SharePoint and Microsoft 365 activity to name just a few. The ecosystem is constantly being added to through client demand.

WorkCapcha is 100% SaaS, in the cloud and integrated to the Microsoft Azure and Teams platform connecting to widely used Practice Management systems so there is little disruption to the current billing process.

“Gradually all our software will move to the cloud. So, having a cloud-based timesheet fits with our integrated strategy,” says Matthew.

Let's Chat - The Benefits

How easy was it for Goodman Jones to adopt WorkCapcha?

“The installation was smooth, quick and after 2-3 days the WorkCapcha App appeared in Microsoft Teams for all employees. It was very impressive compared to other solutions that are currently being adopted right now.”

Why do you think that WorkCapcha has been such a success at Goodman Jones?

“People like the modern look of WorkCapcha which is easy to use, making completing a time sheet quicker and more accurate. Gone are the days of completing a weekly timesheet in one go, which would be time consuming and sometimes a weekend task”

How much time do you think you will see on the timesheet that was previously being missed?

It's early days to quantify the amount of increased revenue we are seeing from WorkCapcha, but we are definitely recording more time that inevitably will result in increased billing. I would estimate that between 10-15% of emails sent in the past, may have been missed and not billed”



Matthew Cook

Matthew Cook is one of the 13 Partners at the firm who worked with the CloudCapcha Team to make the adoption of WorkCapcha such a success.

Learn more about Goodman Jones

[Business Performance Improvement](#)

[Matthew Cook, Partner at Goodman Jones LLP](#)

What's one of the benefits that you really like about WorkCapcha?

“The Teams calls in particular just appear on your timesheet and state who you had a call with and exactly for how long. So you can now fill in your timesheet really quickly because your activity is already in your DayBook”.

What do your fellow Partners like about WorkCapcha?

“Understanding why someone has worked 10 hours but only put 7 hours on the timesheet is information that we have never seen before. By using PowerBI we can now start to make informed decisions around, pricing, training, software investments and efficiencies based on the data WorkCapcha holds”

What excites you about the future?

“With the acceleration of digital transformation, working with an innovative partner that is continually evolving is exciting and crucial “.

About CloudCapcha

First and foremost, we are not just a software solution provider. We are also a strategic partner to large and mid-tier Accounting Firms around the world helping them leverage the power of IaaS, PaaS and SaaS platforms. Our clients can vouch for our knowledge and experience in delivering enterprise solutions that scale.

There is no doubt now that the future is cloud-based, connected software, with open APIs supporting deep integrations. The benefits from working on an open technology stack are well known, including improved collaboration amongst staff members, process efficiencies, faster response to clients, and easier adoption of new platforms. For now, though, the reality is that Accounting Firms still work with restricted legacy software systems with closed or no APIs. We deeply understand this environment.

CloudCapcha deals with this challenge. We gather key data from systems regardless of their age and design, regardless of whether there's an API, an SDK or just some browser interaction.

CloudCapcha lifts some of the frustration experienced by firms with dated user interfaces by creating a new way for users to interact with their legacy systems.

Accounting Firms get to avoid disruption and expensive change programs. Your employees have a better time, book more time, work more productively.

Find out more

Talk to us about getting your software application platforms working together to support your firm's organisational objectives and strategic goals.

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