



Case Study

WorkCapcha's automated timesheet and insightful Dashboard delivers the missing data, giving Pitcher Partners the Bigger Picture



Our Client's Challenges

Pitcher Partners wanted to increase efficiency and productivity. Time recording was a clear candidate for improvement so Adam Irwin, Managing Partner, set out to find a better way.

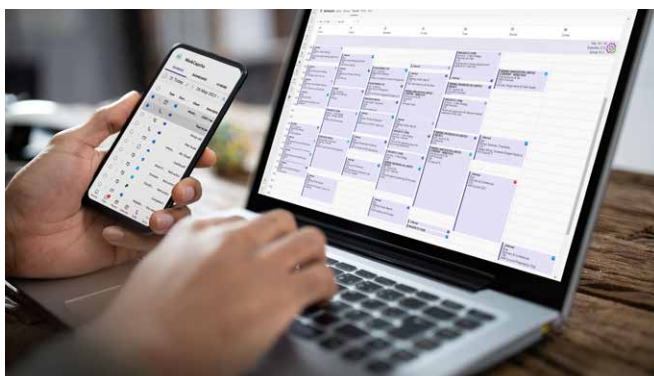
Adam was looking for a solution that focused on key areas:-

- Ease-of-use for employees, fast adoption.
- Automation, accuracy and reduced leakage.
- Report on chargeable /non-chargeable work.
- Identify process improvements.
- Add time to the WIP, more value on the invoice.
- Improve productivity and manage wellbeing.

Adam knew that the current timesheet was only telling him what the employee could remember, and what they chose to put on their timesheet. Employees were working beyond the 7.5 hours a day, but the timesheet indicated otherwise. The focus for Pitcher Partners was how to get hold of this missing data.

Having access to accurate data that showed the **'BIGGER PICTURE'** was key to Pitcher Partners making informed decisions across the firm, so Adam chose CloudCapcha.

"The reporting we get off the back of WorkCapcha has given us really strong insights into unrecorded time, the true cost of production and also employee wellbeing as it relates to workload and effectiveness to deliver on client engagements," says Adam.



WorkCapcha – The Solution

Built specifically for Microsoft Azure and Teams, WorkCapcha delivers the fresh approach to time recording and productivity that Pitcher Partners was searching for.

"The fact it's accessible within the Microsoft Teams environment, a cloud-based platform staff already regularly engage with, provided a very modern timesheet solution without us needing to change our existing practice management system," says Adam.

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 provides data insights into the true cost of production and even employee wellbeing.

"As a practice, the connection between staff wellbeing and performance was well understood. What was not always so clear was where we should be focusing our efforts when it came to having a positive impact on people's wellbeing. With WorkCapcha we now have a very clear line of sight on exactly how people are spending their day, as opposed to what the timesheets tell us, and can be proactive in supporting them to focus on the areas that deliver the most value, both to the firm and them as individuals," says Adam.

WorkCapcha is 100% SaaS, in the cloud and integrated to the Microsoft Azure and Teams platform and connects to widely used Practice Management systems. WorkCapcha takes the timesheet to the cloud with no disruption to the processes inside the Practice Management system.

Q&A

How did employees embrace WorkCapcha?

“The WorkCapcha solution was deployed to the whole firm without any formal training with most employees incredibly open to the change.

WorkCapcha is extremely intuitive. It sits within the Microsoft Teams environment which means employees are very comfortable using it and meant the speed of adoption has been considerably quicker than previous deployment of similar applications.

By automatically logging meetings, Team calls, emails and tasks completed within Microsoft 365, WorkCapcha has provided us a more efficient, faster, and more accurate way to complete timesheets.

It’s a true representation of the digital day.”

How has WorkCapcha had an impact on your revenue?

“It has definitely increased our billing. Plus, because WorkCapcha makes the whole timesheet process easier, it is the insights it provides around time not being charged to clients that is proving most valuable to the practice.”

Adam Irwin

**Managing Partner,
Pitcher Partners - Sydney**

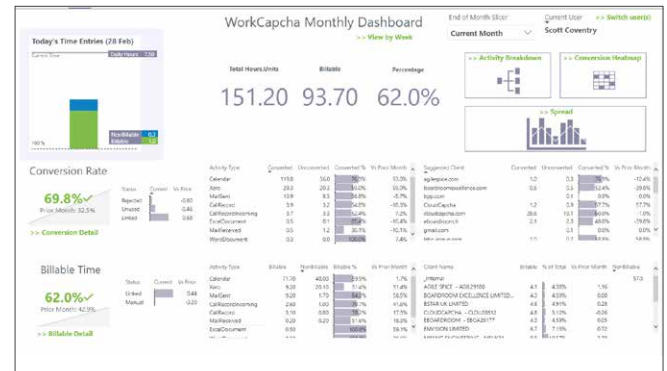
During his tenure as Managing Partner, Adam has been instrumental in driving digital transformation to improve outcomes for his colleagues and for clients.

www.pitcher.com.au



What do you love about WorkCapcha?

“Having access to analytics, especially in relation to non-chargeable work was key to the project. WorkCapcha also captures activity beyond the 7.5-hour day, even if staff only log the standard working hours. Being able to analyse actual work done but not charged is hugely beneficial.”



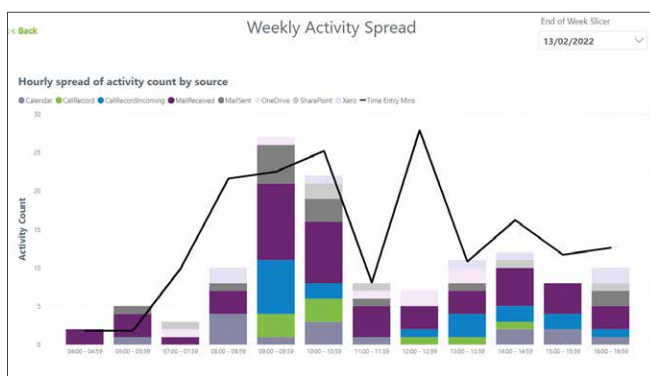
“Armed with these insights we are now able to focus on the wellbeing of our people and identify opportunities for process improvement and innovation.”

What excites you about the future and working with CloudCapcha?

“The ability to include other technologies, AI for example, to speed up the processing of time and the chance to make great use of the data being collated. I am also incredibly excited about the prospect of having better visibility on wellbeing data to ensure we give our staff the best possible experience.”

How has WorkCapcha changed the way you manage Wellbeing and hold on to good people?

“With WorkCapcha we have the data to do some great analysis around efficiencies, opportunities for training and development, to ensure that we support and retain good people.”



“The Dashboard data enables us to easily recognise those that are investing time and make sure we reward them appropriately.”

What big perspectives does the solution give you on how you're running your firm?

“The quality of data captured is significantly better. It's very simple to see productive and non-productive time on a holistic scale. We're getting insights against a much broader data set than we ever had available to us which allows us to be more productive.”

What advice would you give to accounting firms considering adopting WorkCapcha?

“Give it a go! I've not done a timesheet in 19 years, and I find myself using WorkCapcha as it's so simple. WorkCapcha will allow you to gain the mobility and flexibility of a cloud-based time and billing solution, without the need to reinvest in a change of practice management system.”

Describe WorkCapcha in 3 words?

“SIMPLE – EFFECTIVE – NO-BRAINER”

About CloudCapcha

CloudCapcha are innovators in the world of Time Recording and Productivity solutions designed especially for Accountancy Firms.

Our solution is designed to connect and enhance existing Practice Management systems enabling firms to take the timesheet to the cloud, with minimal disruption.



We bring applications together to enable firms to be more efficient and productive and give insights around where improvements and informed decisions can be made.



Solutions



Communication and Collaboration



Office 365

We are tracking activity from applications widely used in Accountancy Firms and our Open API and Smart Timers will enable you to 'Capcha' endless activity.

Find out more

Contact the CloudCapcha team to discuss how we can connect to your applications and deliver a fresh approach to Time Recording.

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