



CASE STUDY



Goodman Jones

PRODUCTIVITY AND REVENUE SET TO INCREASE FOLLOWING THE ADOPTION OF WORKCAPCHA AT GOODMAN JONES



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.



Matthew Cook
PARTNER AT GOODMAN JONES

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.

"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".

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 timesheet 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."

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."

Contact Us

To find out more, contact us:

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