CASE STUDY

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I took over the management of our Compliance department early on in our use of FibreCRM, although it was my predecessor who was initially onboarded with them.

From the start, FibreCRM was integral to my role because we were really keen on using it for our client onboarding, including our AML processes.

This is the main way we've used FibreCRM since going live with it in September 2023, although we're now starting to use it more for communications with clients.

We're a Top 50 firm using CCH for our practice management, and the integration with this system has been very good as well.

We'll eventually be managing over 4,000 clients with it and it's working out well so far.

We would definitely recommend FibreCRM for, say, a firm of accountants looking for a system to use for onboarding clients, engagement letters and communicating with clients.

Credit checks and AML

Before using Fibre, we were doing everything manually.

For example, we were doing credit safe checks outside of our system in the credit safe website, compiling and downloading reports and then importing them into our document management system.

Our risk assessment and client onboarding forms were all done in Microsoft Word and Excel and uploaded manually to our client document centre.

It was a big win for us to work with Fibre, which houses all that information and data in one place.

This process transformation was a long one because we wanted it to be absolutely right for us, which it definitely has been.

We now fully on board in all of our clients through FibreCRM, which means the whole process is visible and transparent as to the progress of each client. It allows us to run reports on the status of onboarding and engagement letters as well, helping to clear a backlog and avoid bottlenecks.

We're also going through the process of moving our long-standing clients onto the FibreCRM system with the right checks and risk assessments in place. All clients have been on board with it so far.

Overall, it's a much easier system to use, with handy workflows and the client portal reducing the need to chase outstanding items and making it easier for clients to provide us with information.

Know your client

The KYC and onboarding functionality has been great for us.

The dashboard is a great place for onboarding new clients as it houses all the relevant information in one place, and it's definitely reduced the time we spend on the standard onboarding process.

There's always an element of reliance on clients to provide the information, but this has streamlined that a lot. Instead of back-and-forth emailing, clients can submit their data in the dashboard and we get an alert when this is done.

There's an individual dashboard for each step – whether that be AML checks or risk assessments – but the information is all easily accessible.

We've seen less room for manual errors like typos or mistakes from clients inputting their information, as it comes through to us straight away

A collaborative approach

Working with FibreCRM has been a really collaborative experience.

We've helped them as much as they helped us – they really listen to clients and have taken a number of our suggestions on board and implemented them to give us a product that we needed.

It wasn't just 'here's what we can offer you'. There is a lot of customisation and the solution as a whole is very adaptable. When we suggest things, FibreCRM is fantastic and quick to look into ways of implementing things that we need into our system, which we really appreciate.

From the start, we had a dedicated team to work with. You always felt like you were working with an individual, that they were dedicated to your account and that they had your needs in mind.

They were always very responsive, and they understand the unique needs of the accountancy sector, so we didn't need to explain too much when we were asking for additional functionality.

Training and support

We went live with FibreCRM in September 2023.

We had some great training from Rosie at FibreCRM, during which she had a session with myself and the compliance team to introduce us to the system and help us get to know it.

> *We were then able to have a firm-wide session run by myself and Rosie, which was great and collaborative. Rosie did a more technical deep-dive and I was able to use the training we had already had to introduce some training that was specific to us.*

Since going live, we've made even more improvements and enhancements as we move forward.

Facilitating internal compliance

We had our Mercia review and audit in December 2023, involving a thorough assessment of our onboarding and AML processes – and they commented on how easy it is to use FibreCRM!

FibreCRM for communication

We're now moving into 'phase two' of using Fibre, making better use of its CRM capabilities and making sure that we have certain critical information on all our clients.

We're tracking where we source clients from, whether that be networking events or digital marketing, as well as the sectors clients operate in.

This is information which is really important to our marketing but which we didn't really have before. It lets us target certain clients in specific sectors with mailings, for example, without having to ask around the firm for lists of clients in that sector.
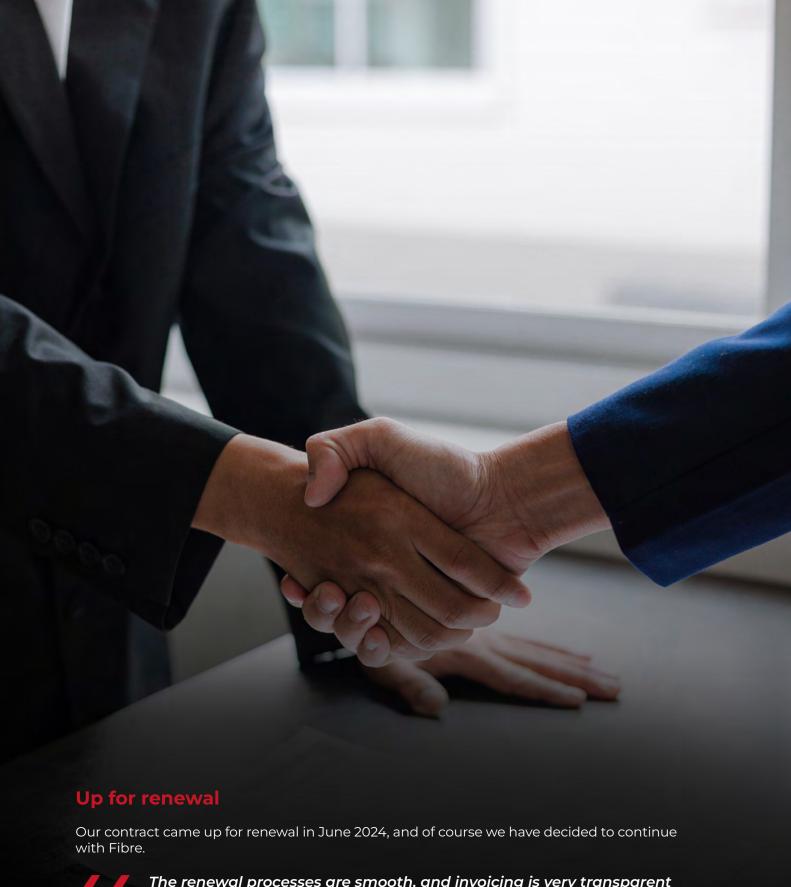
We're also recording referrals. We can see inbound leads, including where they're coming from and the value of converted leads, so FibreCRM has become invaluable to our marketing reporting as well as our onboarding.

That data will only become more and more useful as we look to grow and we have the capacity to onboard more leads. When partners want to see client growth, we can provide them that information more easily than ever before.

Succession planning

> *Having all this information centralised is more important now than ever, as some of our Partners approach retirement, at which point they will leave behind client bases built over decades in the sector – and we need to know how best to support them going forward.*

Up for renewal

Our contract came up for renewal in June 2024, and of course we have decided to continue with Fibre.

> *The renewal processes are smooth, and invoicing is very transparent in terms of chargeable and non-chargeable services and tools.*