

3 Ways to Make Your Firm More Efficient

1 Increasing Efficiency without Sacrificing Efficacy

Efficiency is a buzzword that gets used across every industry. Everyone from doctors to farmers is trying to save time and money by working smarter and getting more done with their time.

What we haven't heard much about is efficacy. The push for efficiency often comes at the cost of efficacy. In this guide, you'll

learn more about how CPA and accounting firms and practices can improve your efficiency without sacrificing your efficacy.



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What Is Efficiency?

Ideally, efficiency is about reducing waste. For CPA firms and practices, that means completing tasks for your clients while using the least time and resources possible. Unfortunately, for many firms, the hyper-fixation of efficiency can come at the cost of the firm's efficacy.

Why Is Efficiency Important?

Efficiency is important in accounting because it directly impacts your bottom line. Efficiency reduces costs in your day-to-day operations and can even help improve your output. Ideally, it allows you to do the most work you can in whatever time you have available.

Focusing on efficiency is important because it makes sure that you're not wasting the most important resource you have - your time.

Efficiency is all about working smarter, not harder. Rather than stretching yourself thin and working long hours and weekends to meet your firm's goals, efficiency helps you get everything done during your normal work hours to enjoy your time out of the office.



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What Is Efficacy?

Efficacy is about being able to reach the desired result. For accountants, this means providing your clients with the coverage and support you promised. Efficacy doesn't only focus on completing a task, but it goes into the quality and substance of that task.

For example, let's look at a baker who is frosting a wedding cake. If a baker is focusing only on efficiency, they will use the least amount of time and resources to frost the cake. In the most extreme cases, the cake gets a thin coating of white frosting with no designs, no flowers, and no extra effort because that is the most efficient solution.

If the same baker were focused on efficacy, they would be more focused on providing the quality of cake decoration that the couple requested. This can mean extra details, a custom wedding topper, a mix of fresh and sugar flowers, or any other additional detail that was agreed on.

When focusing entirely on efficiency, a baker could frost a wedding cake in a matter of minutes, creating the least amount of waste possible. However, focusing on efficacy, the same baker working on the same wedding cake could take days of work to make sure the job is effectively done.



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How Do You Focus on Both Efficiency and Efficacy in Accounting?

In a successful firm, there has to be a balance of efficiency and efficacy in every project. A firm that only focuses on efficiency will struggle to retain clients because they are only focused on providing the least amount of effort to get the job

done. However, a firm focusing only on efficacy will struggle to make meaningful profit margins because it will waste time and resources on meaningless details.

Here are three tips to help balance your firm's efficiency and efficacy to provide the best customer experience possible without sacrificing time and resources.

1. Organize Your Firm

The best painters, doctors, chefs, and accountants have the same thing in common - they're organized. They can find what they need when they need it, and they don't waste their time searching for the paint, scalpel, spatula, or form they need.

By having an organized firm, not only do you improve your efficiency by saving time searching for client information, forms, and data, but it also improves your efficacy by ensuring you can easily provide your clients with quality support.

Document management solutions are a great place to start when organizing your firm. They provide a standardized solution in creating a database of client information. Old documents are updated to a standardized system of storage, and every new piece of information is automatically added to that database. This makes it so that every partner and member of your team is storing data the same way, making it easy for anyone to find the information they need in seconds instead of minutes.

2. Automate Simple Processes

Repetitive manual tasks like filling out forms with a client's data do not have to be done by hand. When you choose to implement automation for these simple tasks, you can make drastic improvements to your firm's efficiency without sacrificing any efficacy.

In most cases, automation can also help reduce errors. Data entry is one of the most common locations for error, and a single number or letter imputed incorrectly can lead to costly consequences. However, with automated processes, as long as the information is initially inputted correctly, it will always be correct.

3. Use Integrated Resources

Accounting firms cover a wide range of resources and services for their clients, and it's not uncommon for one firm to rely on multiple software solutions to do it all. However, there is a major difference between integrated and non-integrated software solutions.

Non-integrated solutions do not work together. Client information and data created in one program does not transfer to others, and you have to manually copy and paste data between the software to transfer information. Non-integrated solutions are clunky and will always require more efficiency to reach the same level of efficacy.

Integrated software solutions allow your bundle of software solutions to collaborate and communicate with each other. Client information, notes, billing details, payments, or any other resource are automatically shared and updated across all platforms, which ensures you always have the information you need when you need it.

5 Improve Your Efficiency and Efficacy with IRIS

At IRIS, our goal is to provide you with the professional resources and solutions you need to improve your firm's efficiency without ever sacrificing your efficacy.

With over 40 years of experience in the field, we've built all of our solutions from the ground up with professionals in mind, trying to give you the tools and resources you need to help your clients while saving you time and money.

[Contact us](#) today to learn how IRIS solutions can help you do more with your firm.



