

How to Grow Your Payroll Service Bureau Revenue by 20% Without Adding a Single New Client

Grow Smarter, Not Just Bigger

For many payroll service bureau (PSB) owners, growth starts with one question: “How do I land more clients?” But the fastest, most cost-effective path to increased revenue might already be in front of you: your existing client base.

Selling to current clients is more efficient, more profitable, and more sustainable:

- It costs 5–7x more to acquire a new client than to retain one
- A 5% boost in retention can raise profits by up to 95%
- Selling to existing clients has a 60–70% success rate (vs. 5–20% for new prospects)
- Loyal clients are 7x more likely to try new offerings

In short: your best growth opportunity isn’t out there—it’s right here.

Why Upsell?

A business grows when revenue grows. And to maximize ROI, the smartest approach is to increase revenue per client—without increasing overhead.

While paid media, referral ecosystems, and outbound prospecting all have their place, few investments offer a faster return than value-driven upselling.

This guide outlines four high-impact services your clients already need—plus how to position them for stronger margins, stickier client relationships, and higher valuations.

Four Revenue-Driving Add-Ons Your Clients Will Actually Thank You For

1. Add HCM and HR Tech to 30% of Your Clients

Human Capital Management (HCM) software isn’t just for the Fortune 1000 anymore. Today’s employers want modern, integrated tools—and they expect their payroll partner to provide them.

Why now?

- Global HR tech investment hit \$17.9B in 2023
- Nearly 47% of the US workforce is under 40—digital-native and mobile-first
- 90% of companies now offer hybrid work (McKinsey, 2024)

Today’s workforce expects more from their workplace tools—and that includes payroll and HR systems. Nearly half (46.9%) of full-time U.S. employees are Millennials or Gen Z, generations raised on intuitive, cloud-based experiences. They expect that same ease when accessing pay stubs, enrolling in benefits, or managing time off.



Meanwhile, with 90% of companies now offering hybrid work, employers need digital systems that can support distributed teams. That means remote onboarding, mobile self-service, integrated time tracking, and compliance tools that work seamlessly with payroll.

In short: delivering a modern employee experience means unifying payroll and HR tech—not managing them in silos.

Bundling HCM into your payroll platform lets you:

- Add \$4 PEPM in recurring revenue
- Deepen your value as a partner
- Compete with national providers without enterprise overhead

Offering a unified experience is no longer a luxury. It's a requirement.

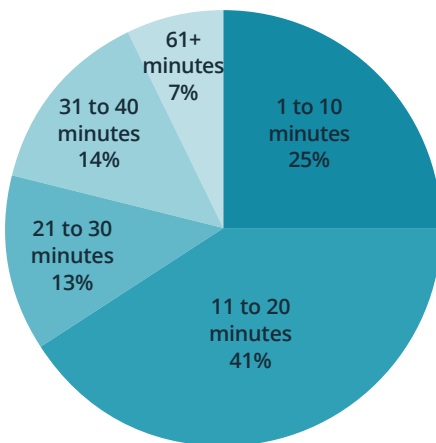
2. Add Time and Attendance to 15–20% of Clients

Manual timekeeping isn't just outdated—it's expensive.

Employee time theft costs U.S. businesses over **\$400 billion** a year. And it's not always intentional. Rounding, long breaks, and casual clock fudging happen every day—and they quietly drain productivity and profits.

In one study, researchers asked: How much time do employees steal in a single shift?

The results speak for themselves:



Time stolen per shift, by percentage of employees

That means more than half of employees admit to stealing over **11 minutes** per shift. Multiply that across pay periods and teams—and you're looking at real losses.

Common types of time theft

- **Rounding the minutes:** Clocking out at 5:15 when they stopped at 5:00
- **Buddy punching:** A coworker clocks in for someone who's late
- **Extended breaks:** Taking more time than allotted
- **Socializing:** Chatting instead of working
- **Unscheduled detours:** Personal stops during travel between jobsites

The rise of remote and hybrid work only complicates things. Employers can't always "see" the problem—but they feel it in the numbers.

With so many more remote workers, our clients are asking, "Am I getting the same results as I used to from this individual?"

—David Acosta, Senior Benefit Administrator, Kazdon, Inc.

Software That Stops Time Theft Before It Starts

A modern time & attendance solution doesn't just track hours—it builds trust, accountability, and real ROI.

IRIS HCM's **myGO** platform allows clients to:

- Clock in via mobile, tablet, biometric, or desktop
- Use geofencing to ensure location accuracy
- Set and share real-time schedules
- Monitor hours, prevent overtime, and reduce errors

It also integrates seamlessly with payroll—eliminating the need for manual imports and sticky workarounds.

IRIS Payroll's HCM tools like myGO allow us to offer a higher level of service. We average a higher price point per client than our volume-centric competitors.

—David Acosta, Senior Benefit Administrator, Kazdon, Inc.

This is more than a software upgrade. It's a competitive advantage—one that adds \$2.50 PEPM in recurring revenue while solving a pressing client pain.

3. Offer Integrated Workers' Compensation

Workers' comp isn't optional. For nearly every employer in the U.S., it's a legal requirement.

And yet, many small businesses still manage workers' comp manually, leading to:

- Cash flow crunches at year-end
- Gaps in coverage
- Compliance risk

Offering integrated, pay-as-you-go workers' comp through your bureau removes that burden. Clients get peace of mind. You get recurring revenue.

- \$3,000 average annual policy
- \$150 average commission

- Attach rate of 50% = \$22,500 in added revenue for a 300-client bureau

Bonus: It positions your bureau as a trusted compliance partner—not just a processor.



4. Wrap HR Compliance Into Your Core Offering

- Compliance is getting more complex every year. Hybrid work. Multi-state laws. Shifting tax implications.
- Most small businesses don't have in-house HR. In fact:
 - Only 42% have an HR manual
 - Even fewer have formal HR processes or tools

Leading bureaus like Workplace HCM have embraced this shift. By offering HR, compliance, onboarding, and timekeeping in a single platform, they've increased retention and revenue—without increasing processing time.

Clients want more than a processor. They want a platform and a partner. When you offer HR, timekeeping, and onboarding alongside payroll, the services practically sell themselves.

—Frank Plum, President, Workplace HCM

- Key services include:
- Handbook development & compliance updates
 - Timekeeping with mobile punch-in
 - Employee onboarding & benefits enrollment
 - Mandated training and learning tools
 - Single sign-on to manage everything in one place

Let's Do the Math

20% Growth from Your Current Client Base

- Let's say you're a service bureau with:
- 300 EINs (employer clients)

- 20 employees per client on average
- \$2,500 average revenue per client = \$750,000 in annual revenue

Here's how strategic upsells could add \$154,710 in new revenue:

Add-On	PEPM	Attachment Rate	Annual Revenue
HCM & HR Tech	\$4.00	30% (1,200 EEs)	\$57,600
Time & Attendance	\$2.50	15% (900 EEs)	\$27,000
Workers' Comp	\$150 share x 150 clients	50%	\$22,500
HR Compliance Tools	Varies	Bundled / indirect	~\$47,610 (est.)

Total: \$154,710

That's 20.6% revenue growth—without a single new account.



Revenue Is Closer Than You Think

You don't need to scale headcount. Or spend big on ads. Or chase low-margin clients.

You need to look at your current book of business and ask:

- What else do my clients need?
- What would make their lives easier?
- What would make my services harder to replace?

The four upsells we covered here aren't "nice-to-haves." They're real business needs. Add them, bundle them, and lead with them—and your clients will stay longer, spend more, and see you as an indispensable partner.

Ready to Grow?

IRIS Payroll's customizable platform includes everything you need to deliver high-value services—without overcomplicating your workflow. From payroll and tax to HR, time, compliance, and beyond, our tools are built to help your payroll service bureau grow smarter.

Let's talk about how to grow your revenue, starting with the clients you already have.

[Contact us](#)

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IRIS partners with thousands of CPA firms, payroll service bureaus and small to midsize businesses across North America, including 52 of the top 100 US CPA firms. We offer innovative Payroll and HR solutions, making us the preferred partner in the region. Globally, IRIS serves over 100,000 customers, with 80% having tenure of five or more years.

