



CUSTOMER PROFILE

Indigo Tax & Accountancy started life in the 1990s with just one client. The practice grew rapidly, with 99% of business coming from referrals. Nearly 20 years on, Managing Director and founder Teresa Noon now leads a 14-strong team.

BUSINESS CHALLENGE

To make it as easy as possible for clients to adopt digital working practices to ease the transition to Making Tax Digital and gain greater control over their business activities.

SOLUTIONS USED

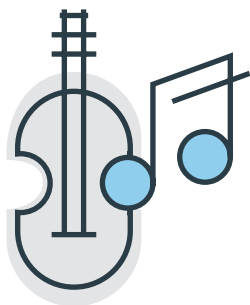
IRIS Accountancy Suite

IRIS OpenSpace

IRIS Practice Management

IRIS AutoMail

KashFlow



Digital transformation helps Indigo's clients hit the high notes

New digital technologies are transforming the way we all work and have the power to redefine the relationship between accountants and their clients. Indigo Tax and Accountancy utilised technology to gain a competitive advantage and have sustained this advantage over the years by encouraging their clients to adopt it too.

Setting up Indigo Tax & Accountancy was a brave move on Teresa's part. She recalls, *"I was working in the corporate world at one of the Big Four accounting firms when my musician brother said he found conventional accountants in suits 'scary' and their jargon incomprehensible, and why didn't I set up in practice? It set me thinking that there must be a more approachable and less stuffy way to offer accountancy services. I handed in my notice and Indigo was born!"*

Around half of Indigo clients are in the music and entertainment industry and, fittingly, client meetings take place within a recording studio, in a barn setting in the West Sussex village of Lower Beeding.

Teresa chose to build her practice on IRIS from day one: *"It was me, one client and IRIS! At a conference, I'd been given a very strong, unbiased personal recommendation to take a look at IRIS, and I liked what I saw."*

Over time, Teresa has expanded her use of IRIS for tax and accounts to include company secretarial and payroll, and to help her to operate efficiently, with modules such as IRIS Practice Management and IRIS AutoMail.

Teresa comments, *"We've virtually got the full works. I love the way all IRIS software is integrated. It saves us so much time. If you're forever bolting on bits of software, you have to keep rekeying your data, which is such an inefficient way to run a practice."*

Digital right from the start

Many of the Indigo team work from home across the south east of England and, as such, Indigo has always been a 'digital first' practice. Teresa says, *"We have always embraced technology and communicated electronically. We want everything to be digital."*

More recently, Indigo has also been encouraging clients to adopt technology and collaborate online, moving them over to the KashFlow online bookkeeping software. In just four months, the practice implemented KashFlow for over a hundred clients and trained them to gain maximum value from their new software.

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— Teresa Noon - Indigo Tax & Accountancy

Teresa explains, “HMRC’s Making Tax Digital initiative is an obvious driver for working digitally. We’re embracing the digital revolution and preparing clients for Making Tax Digital, whatever final shape it takes. When we have to submit tax-related data quarterly instead of annually, it makes sense to have that data flowing into our systems in real-time from the client’s business.”

However, as she points out, “It’s not only about Making Tax Digital. Keeping their records in real-time on KashFlow allows our small business and sole trader clients – and the Indigo team – to monitor how their business is performing and take remedial action if necessary.”

She continues, “KashFlow is very intuitive and easy to use. Clients really love the way the graphics help them to see at a glance how the business stands at any point in time and how profitable they are. They find it amazing.”

Teresa is so convinced of the benefits of working digitally that she has made a willingness to use KashFlow a prerequisite of becoming an Indigo client: “In fact, as younger clients come on board, I think there’d be a problem if we didn’t offer KashFlow. They are reluctant to use any kind of paper-based process and they love collaborating online.”

She adds, “We don’t want our clients to think of us as an unavoidable overhead, we want them to see us as adding value to their business. IRIS and KashFlow free our time from routine tasks and help us to do this. In fact, I predict that working digitally is going to have a huge impact on the accountancy profession as a whole, with clients doing much of the data entry themselves, especially as they become familiar with cloud solutions such as KashFlow.”

Ideal for clients on the move

The musicians, performers, producers, touring bands, camera operatives and others working in the worlds of music, theatre and film that make up half of Indigo’s client base are in perpetual motion. They move from one location or venue to another and often work in different time zones from the practice team.

Teresa says, “Clients on the road enjoy having the flexibility of being able to enter data into KashFlow and access their business records from anywhere with an internet connection. It’s a big plus.”

There are benefits for Teresa and her team, too: “With KashFlow in place, time and distance are no obstacle to our productivity. If I have a query, instead of having to track down and bother the client, I simply go into KashFlow and find the answer there.”

IRIS has it covered

Teresa has found IRIS very helpful in moving clients over to KashFlow: “I’m drawing on their expertise more frequently since we made the decision to adopt KashFlow at the end of last summer. We’ve got a good relationship going and they have been very supportive.”

She praises IRIS for staying ahead as statutory requirements change: “I love the way that IRIS makes life easier! There have been so many changes to the compliance regime in recent years – iXBRL, RTI, Auto Enrolment and now Making Tax Digital – but there’s no need to go into a mad panic. IRIS deals with the issues and sorts it all out for us.”

