

SurePayroll Case Study Team Jenn



Overview

From accounts payable to complete AccountEdge support, Team Jenn tackles all accounting, finance, and HR department responsibilities virtually for 50 small business clients disbursed across the U.S.

The Challenge

Without one easy, simple way to manage client payroll that included AccountEdge integration, Team Jenn staff could squander hours a week resolving payroll issues on their clients' behalf.

"We were spending way too much time on the phone with other providers on inaccurate payrolls," Jenn McCabe, Team Jenn founder, recalls. "And what they do have available online isn't Mac friendly. We have 10 Macs and 2 PCs. I hated all their steps to find simple payroll info online."

The Solution

Then Jenn discovered SurePayroll and decided their reselling program was the solution she needed. Now, Team Jenn has switched almost half its client to SurePayroll, cutting the time to run payroll for each client to a few minutes per pay period while simultaneously reducing clients' payroll bills nearly 50%.

Once prospects are ready for discovery calls or on-site meetings, Jenn can wow them with an updated pitch: a virtual team that covers everything from billing to CFO-level planning plus full management of SurePayroll, a more cost-effective alternative to traditional providers, which provides instant online access to payroll records 24/7.



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The Results

Now Team Jenn has more time to help clients with more lucrative services and to beef up marketing efforts. Jenn can write blog posts that share accounting and tax tips as well as casual emails — its time-tested method for engaging new prospects — to spread the virtual accounting word.

Team Jenn couldn't be happier with the switch to reselling SurePayroll, and more importantly, Team Jenn clients are happy. "Our clients who use SurePayroll have it much easier. It's more accurate than the other payroll services. And they love viewing pay stubs online and printing checks that look like real payroll checks," Lisa Anton Hagen, Team Jenn's payroll specialist and "collections maven," says.

And the biggest benefit to Team Jenn? As Lisa succinctly puts it: "Clients don't need to call me as much."

When clients aren't calling with payroll problems, everyone can spend more time generating revenue and keeping customers happy. All thanks to reselling SurePayroll.



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About Team Jenn

Team Jenn started out as a small start-up, sprung from the brain of current founder, Jenn McCabe. We have a long history of serving creative-minded clients from advertising agencies to music video directors. What was once a tight crew of a few people has now grown into a team of professionals serving customers from three different locations across the United States.

Unlike other outsourced or overseas firms, Team Jenn's employees all reside within the U.S. Your calls and concerns are answered by educated accountants that you can actually understand and who are not as 'virtual' as you think. They will even come to your office for face to face meetings when you need them.

About SurePayroll

SurePayroll is the online alternative. SurePayroll's service and team members are dedicated to providing an easy, convenient online payroll service at a price small business owners can afford. Tens of thousands of customers rely on SurePayroll to process payroll wherever they want in as few as two minutes.

In addition, SurePayroll offers small businesses solutions for managing 401(k) plans, health insurance, workers' compensation, HR compliance and employee screening. For accountants and banking partners, SurePayroll provides private-label services that enable them to offer payroll processing to their small business clients.

Over the last decade, SurePayroll has received numerous prestigious awards for its innovative technology and outstanding customer service, including recognition from PC Magazine, Inc. 500, Accounting Today, the Stevie Awards and many others.

For more information, you can visit <http://www.surepayroll.com>, call 877.954.7873 or follow us on <http://twitter.com/SurePayroll>.