



CASE STUDY

## Using Technology Creatively to Provide a Consistent Client Experience

## THE COMPANY:

### A FOCUSED APPROACH TO CREATING “THE NEXT LEVEL OF SERVICE”

UHY is a global provider of exceptional service and is part of one of the largest accounting, tax and consulting networks in the world. Dedicated to serving clients ranging from the dynamic middle-market to Fortune 500 companies, UHY believes that having a strong entrepreneurial mindset is key to growth, and brings that mindset to every client experience.

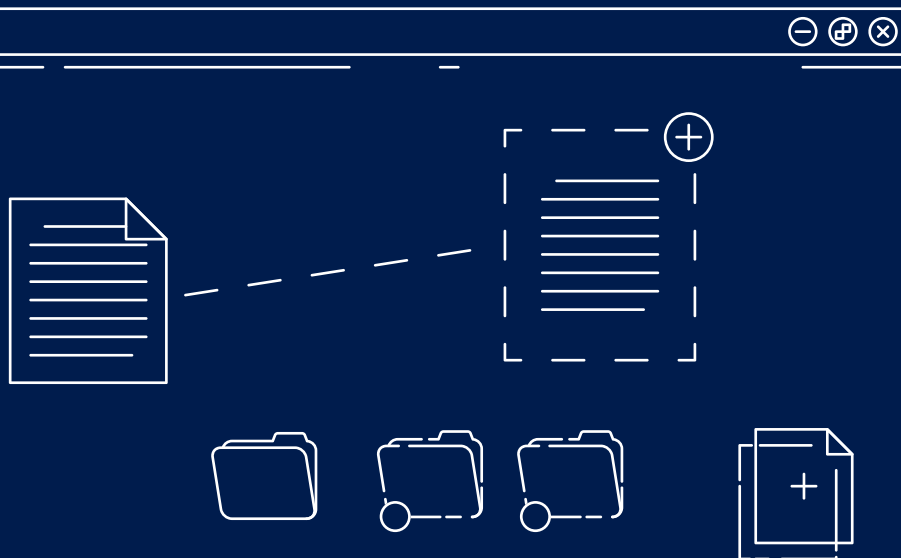


## THE CHALLENGE: STREAMLINING PROCESSES TO OVERCOME INEFFICIENCIES

In early 2019, Jeff Solis and the audit team at UHY were searching for a solution to their PBC challenges. At the time, they were using a number of different solutions, including email, Word docs and spreadsheets, an add-on product from a software vendor, and an FTP site. And that was just in one team. The engagement leader for each team had discretion over which tools to use, so even within the audit team, the engagement and document management process was widely different.

“It was challenging,” says Jeff Solis, Partner at UHY. “At the time, we had systems and processes in place, but at the end of the day, there was no organization to the information we received and extracting the data was difficult. We needed to gain efficiency throughout the audit process.”

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## THE SOLUTION: SURALINK'S AUTOMATED APPROVAL WORKFLOW

In January of 2019, the team at UHY decided to try Suralink's dynamic workflow solution in one of their offices.

"It hit all the things we were looking for and added a lot of value to our audit processes almost immediately. It's so much better and more effective than email and Excel," says Solis. Suralink was able to provide a better experience for both UHY's internal teams as well as their clients. It also offered a range of useful features, including:

- A central location to securely transfer information back and forth with clients
- A visual dashboard to track the status of each engagement
- Automated status reports that send a list of overdue or past due items to clients with just a few clicks
- The ability to drag and drop documents into different sections and subsections of an engagement
- Color coded statuses that display if a request has been accepted or returned
- An easy-to-use interface that clients and staff could interact with without significant training
- Bank-level security to encrypt sensitive information





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We found the best solution out on the market. It really helped organize a disorganized part of our processes. It adds efficiencies and streamlines the document exchange process. It checked all the boxes we were looking for—or that we didn't even realize we needed—until we saw it was available in Suralink.

**Jeff Solis**

Partner, UHY

## THE USE CASE: GOING BEYOND THE AUDIT

While the audit team at UHY quickly found value in Suralink, it wasn't long before other teams within the firm found creative and unique use cases for the technology as well.

- **Business tax.** The tax team has adopted Suralink and now uses it for both complicated individual engagements as well as larger corporate clients.
- **Advisory.** The advisory team uses Suralink as well for anything from internal controls, to acquisitions and corporate finance. These large, complex transactions often require dozens to hundreds of documents, and the UHY team uses Suralink to securely transfer those documents in an organized manner.
- **Peer review.** Just like any firm, UHY has their work audited in peer reviews. As part of that process, the team at UHY has to provide documentation to the reviewing firm safely and securely. During these reviews, UHY sets the reviewing firm as a client in Suralink so UHY can securely transfer large numbers of large files.
- **HR and recruiting.** Recruiting is a key focus for the team at UHY and they have internal employees create recruiting video as part of the overall strategy. UHY uses Suralink to exchange those videos with local universities. Because the files are so large, they usually get caught in traditional email. Suralink provides a secure way to transfer files between parties.
- **Special projects.** When PPP loans became available, the team at UHY wanted to provide a way to help clients understand if they would qualify. UHY created a Suralink template the whole team could use, so it could be sent to clients in minutes. Suralink allowed them to streamline a special project in a uniform, branded format to every client across the firm.





## THE RESULTS: TIME SAVINGS, CLIENT SATISFACTION, AND FIRM- WIDE CONSISTENCY

By January of 2020, UHY had expanded Suralink from its audit team to nearly every team in the firm—with stunning results.

- **Time savings.** “I think the biggest benefit is the time savings,” says Solis. “It’s a time saver on our end, and a time saver on the client’s end.” Having all the document requests in a central location has made it a lot easier to communicate with clients. It’s easier for the team to access and request data. And it has eliminated the need to continuously send out manual status update emails with attachments. It automates the audit process and helps the UHY team stay organized and efficient.

“We’ve decreased the document management aspect of our audit process by at least 50%, and more in some cases,” says Solis. “2020 was the first year we rolled Suralink out to many of our clients, which meant we had to set up and convert lists. We won’t need to repeat that year after year, so I expect the overall efficiency number to only go up.”

- **Client satisfaction.** The team at UHY have received great feedback from their clients as well—especially their more sophisticated and tech savvy clients. “We

have clients who are always looking for new ways to use technology to gain any efficiencies they can. Using Suralink has gone a long way with them,” says Solis.

- **Firm-wide consistency.** Now, two years after the initial implementation, the majority of tax and audit engagements are done through Suralink. Suralink has created significant consistency across requests, engagements, teams, and departments. From rolling over requests, to copying requests from one engagement to another, “Suralink creates consistency because it’s the only way we request and send information now—across the firm,” says Solis.

## THE CONCLUSION: CHECKING ALL THE BOXES

“We found the best solution out on the market,” says Solis. “It really helped organize a disorganized part of our processes. It adds efficiencies and streamlines the document exchange process. It checked all the boxes we were looking for—or that we didn’t even realize we needed—until we saw it was available in Suralink.”

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Partner, UHY







**Suralink is the leader in request list and document management, helping businesses simplify the document exchange process while improving the client experience.**

The company's cloud-based application integrates a dynamic request list and assignment workflow solution with a secure file hosting platform to serve as a single location for client interaction. Suralink's technology, combined with its industry expertise, helps more than 750 clients in North America and the UK ensure security, simplicity, transparency, and accountability throughout the document exchange process.

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