



Don't let CAS practice staffing issues slow down your growth

According to recent surveys, one of the leading challenges facing CAS practices in CPA firms in 2021 is staffing.

You go through the time-consuming process of hiring new accountants, but the task of retaining these in-demand workers soon becomes clear. The new war for talent is challenging many firms due to the shortage of skilled accountants with the right levels of experience to help you keep your customer promise.

You can lose new hires as soon as you secure them. Sound familiar? The "Great Resignation" has left firms scrambling to find and retain qualified professionals.

But there is a solution. Many CAS firms are turning to Accsurant, a Connecticut based company that provides a work management platform and offshore resources specifically for Client Accounting Services practices in CPA firms.

The Accsurant Difference

By now, everyone in the industry knows about outsourcing your back-office functions to an offshore BPO company.

Accsurant takes this model one step further by offering a powerful Knowledge Process Outsourcing (KPO) solution, which means that we find the highly qualified offshore workers to perform the tasks that you can't fulfil onshore.

What makes us different is that our approach lets you outsource more varied and complex types of work than our competitors. We can fit into more of your existing processes to provide support and lower your costs.

As a 20-year-old company, we know how to secure highly trained professionals with the equivalent of a CPA certification or an MBA to focus exclusively on the functions of CAS.

Our staff may be offshore, but you lose nothing in terms of delivery lead times or quality. In fact, you gain in four important ways:

- You solve your staffing problem
- You reduce labor costs through our competitive offering
- You benefit from greater efficiency and effectiveness in your entire CAS practice
- You can now scale up and introduce new competencies

Our turnover rate is **half that of most US-based CPA firms**. Let's tell you why.



How we get KPO right

We retain all our key offshore staff because our training is best in class. We offer advancement opportunities, and we treat our offshore professionals with dignity and respect.

Ultimately, offshore staff are an extension of your team, and they are key to your success. The way we treat our people is the jewel in the crown of our approach.

Work management and process management is something most other offshore companies fail to optimize. The key to Accsurant's success, and that of our CPA firm clients, is people management.

After managing remote professional teams for over 20 years, Accsurant understands that offshored KPO is about managing overseas teams while being mindful of a different cultural context.

Believe us, not every offshoring firm understands this, much less knows how to execute it.

Leave us to handle everything

We handle the entire process transformation and CAS process improvement while you concentrate on growing your CAS practice. We manage hiring, training, and staff supervision, while you focus on other important areas of your business.

There is war for talent going on right now. Contact us for a one-hour discovery meeting to learn how Accsurant can help you win, grow your practice, and increase your CAS operating margin.

To learn more please visit www.accsurant.com or contact our practice principal, **Yann Beullan-Thong** at ybeullan@accsurant.com