

# CAS Process Improvement Through Outsourcing

It's enough to keep the Managing Partner of a CPA firm awake at night. After months of hard work defining and marketing your Client Accounting Services (CAS) practice you're finally gaining traction and signing new clients. But finding the staff you need to do the work, at the margins you require, is nearly impossible.

You're probably familiar with Business Process Outsourcing (BPO) as a cost-effective way for companies to staff functions like call centers or do data processing. *Knowledge Process Outsourcing (KPO)*, on the other hand, lets you achieve similar efficiencies as BPO for more sophisticated, expertise-driven functions. The kind of work your CAS practice needs.

## Business vs Knowledge Process Outsourcing

There are key differences between traditional BPO and KPO. BPO is task-focused and predictable. Its workflows involve repeatable processes performed in high volumes. BPO requires staff with good communication and technical skills, plus attention to detail. KPO work is variable in nature, making it perfectly suited to financial accounting. Workers who do well at KPO tasks possess excellent communication skills as well as problem solving and judgement skills.

“Although offshoring can produce healthy savings, its ability to help businesses improve their operations makes it a gamechanger.”

## The Offshoring Opportunity

Like BPO workers, KPO workers often operate in inexpensive markets. This says nothing about their quality, only their affordability. In the accounting world, offshoring KPO has only been available to very large accounting firms who could use their economies of scale to afford these services. These days, advances in cloud-based technology, communications platforms and improved online security have made remote collaboration much more accessible at manageable costs.



## Not Just About Saving

Although offshoring can produce healthy savings, its ability to help businesses improve their operations and processes makes it a gamechanger. With supercharged operational efficiency and effectiveness, firms can rapidly onboard new clients and scale their practice without having to dramatically increase staff.

Outsourcing also saves time. By trusting an outsourcing company to manage hiring, training, and staff supervision, firms can deploy their own people to master new skills and form deeper relationships with your clients.

## Accsurant's CAS Solution

This is where Accsurant's proven CAS outsourcing brings in powerful Process Improvement at manageable cost. We combine highly qualified offshore staff with a technology platform that provides unrivalled collaboration and business intelligence capabilities. By combining human solutions with technology, you get a comprehensive solution that reduces time spent managing staff, helps increase process efficiency, and improves quality. We handle the entire process transformation and CAS process improvement while you concentrate on growing your CAS practice.

To learn more please visit [www.accsurant.com](http://www.accsurant.com) or contact our practice principal, **Yann Beullan-Thong** at [ybeullan@accsurant.com](mailto:ybeullan@accsurant.com)