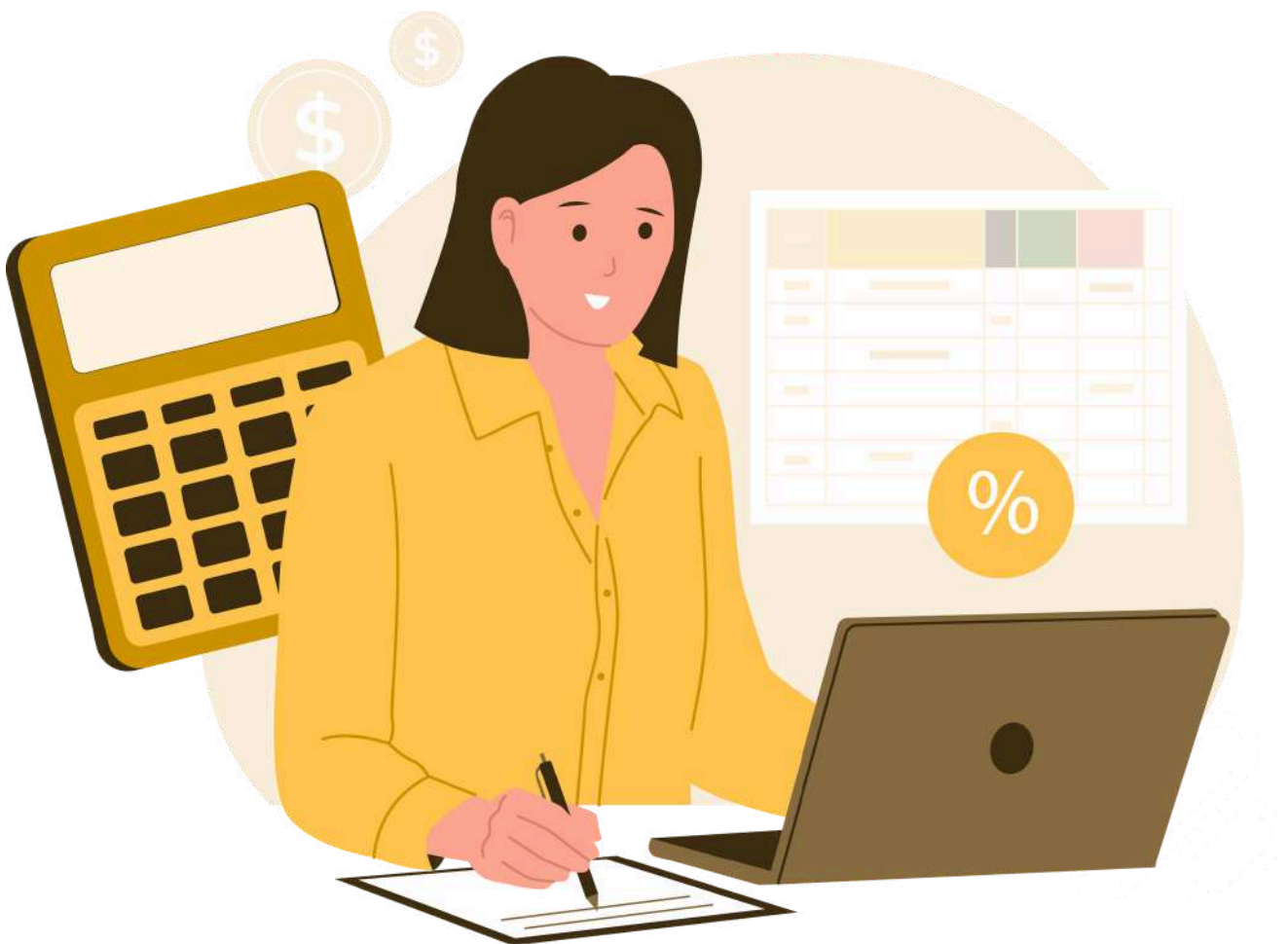


CASE STUDY

From Overwhelmed to In Control: E2E Accounting's Bookkeeping Turnaround for a Growing Client



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Introduction

A growing client came to E2E Accounting stretched thin. The team was spending so much time buried in the finance function that there was little space left to focus on winning new business or looking after customers. This case study looks at how E2E Accounting rebuilt the client's bookkeeping from the ground up, the hurdles faced along the way, and the results that followed.



Identifying the Challenges

A closer look at the client's setup revealed a few clear pain points:



Owner Involvement in Day to Day Finance:

The client was personally tied up in bookkeeping tasks, time that could have gone into growing the business and serving customers instead.



Infrequent Updates:

Books were only being updated occasionally rather than on a consistent schedule, which made it hard to get a current picture of the business.



No Regular Performance Visibility:

The client had no weekly or monthly overview of how the business was actually performing, so decisions were being made without up to date numbers in front of them.

Solution

To turn this around, E2E Accounting put the following in place:

Skill Set Analysis:

We carried out a thorough review to work out exactly what the client needed from a bookkeeping resource.



Dedicated Weekly Bookkeeping:

Deployed a dedicated resource to keep the books updated on a weekly basis, rather than the ad hoc approach previously in place.



Improved Information Flow:

Built a clearer process so that financial information was received and processed accurately, with any issues flagged to the client promptly.



Custom Reporting:

Designed reports around what the client actually wanted to see, and began sharing them at an agreed frequency.



Overcoming the Challenges

A few obstacles came up along the way, and E2E Accounting worked through them directly:



Bookkeeping Not Up to Standard: The existing books had not been maintained in line with proper accounting standards, so there was groundwork to do before regular reporting could begin.



Overcomplicated Reporting: The client's previous reports were dense and time consuming to update, which was part of why they had fallen behind.



Client Education: We worked closely with the client to explain how bookkeeping should be managed and why consistency matters.



Simpler Report Templates: Once we understood what the client actually needed, we rebuilt the reporting templates to be far quicker and easier to keep current.

Benefits Achieved

Weekly Bookkeeping: Books are now updated every week rather than sporadically, giving the client a live view of the business.

GP Margin Visibility: The client now receives gross profit margin details every week, something they never had before.

Less Day to Day Involvement: The client's own time spent on bookkeeping has dropped significantly, freeing them up to focus on the business itself.

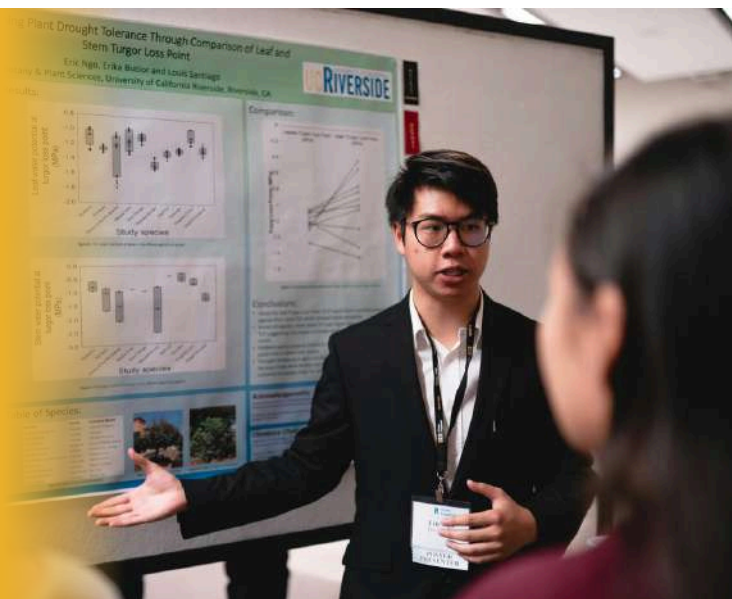
Greater Accuracy: Real time bookkeeping has improved accuracy across the board.

Cost Savings Spotted: With clearer monthly management reports in front of them, the client identified and cancelled several unnecessary subscriptions.

Better Cost Control: Accurate, timely numbers now give the client the clarity to manage expenses and track GP margins with confidence.

Conclusion:

This case study shows how E2E Accounting can take a client from inconsistent, time consuming bookkeeping to a weekly, accurate reporting rhythm that actually supports decision making. By identifying the real gaps, rebuilding the reporting from scratch, and keeping the client involved throughout, E2E Accounting helped this client step back from day to day finance work and put that time into growing the business instead.



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