

CASE STUDY

4 Lessons I Learnt from Outsourcing

Mark Wawzkowicz, Head of Operations at Heffron shares his experiences with outsourced accounting, his advice for others considering outsourcing and the lessons he has learnt along the way



Outsourcing is fast becoming the secret weapon of successful accounting firms, but what is it *really* like to work with an outsourcing firm?

8 years ago, Heffron experienced rapid growth in their client base and struggled to recruit fast enough to meet new client demand. That's when they decided to extend their existing team by engaging with Super Records.

We recently spoke to Mark Wawzkowicz, Head of Operations at Heffron and asked him to share his experience with outsourced accounting, and any lessons or advice he has for others considering outsourcing in their own firms.

1. Without efficiency, nothing else matters

The nature of accounting means you and your team will be juggling multiple tasks on any given day. Ultimately, if you can't create time savings in your firm it's going to be hard to keep up with client and legislative demands.

"We have an excellent relationship with Super Records. They take accountability for their output and constantly strive to provide high quality work. They invest in ongoing internal education programs which means their domain knowledge remains up to date, and their use of technology has led to us gaining efficiencies in our work each and every year".

2. Adaptability is vital

Over time, outsourcing needs may change and when that happens, you need to be able to adapt your support model to better meet your new requirements.

"Over the years, we've had to make changes to the type and volume of work we've needed help with. Super Records has been quick to adjust to these changes and divert resources where they were needed. It's never been a problem when a new task has been identified".



3. It's not just a service, it's a relationship

The best outsourcing arrangements go beyond just providing a service and become a bona fide relationship where both organisations work seamlessly together.

“What started with us needing to scale our team quickly has turned into a relationship built on mutual respect. Over the years, we’ve adopted some of Super Records internal operations and implemented them within Heffron. We now run regular domain expertise quizzes to keep our teams up to date with the latest industry knowledge, and we’ve also restructured our own teams to align with Super Records model of separating processing and finalisation. None of these changes were required, but we could see genuine value in these approaches. It’s a real two way street.”



4: Not all outsourcing vendors are created equal

Not all outsourcing models are the same, so it's important to choose one that best suits your needs now, and in the future.

“We have always been impressed with Super Records willingness to be adaptable and we know we can rely on them to deliver high quality work within the time frames they commit to. It’s uncommon for an outsourcing firm to demonstrate an ongoing commitment to improvement, but we have definitely found that with Super Records”

Mark's top tips for anyone considering outsourcing

1. Get to know your outsourcing firm before making a decision

When you outsource, you are creating an extension of your existing team. Just like recruitment, it's important that your culture and ways of working align so you can create the right foundation for a successful relationship.

2. Form a genuine relationship

To get the best result from outsourcing, you need to form a genuine relationship. When you put time into nurturing that relationship, you'll get a far better result for your organisation. Mutual respect and a commitment to ongoing improvement are the keys to success.

3. Build the relationship before you need it

Don't wait until you have an immediate need for support before you connect with an outsource provider. Take the time to do some research ahead of time so when you are ready to engage, you don't feel rushed or time pressured to make a decision.

Super Records works with more than 450 Accounting firms across Australia. For more than 10 years, we've been helping firms create capacity, maintain high levels of customer satisfaction and meet compliance obligations with ease.

Get to know Super Records. Book your obligation free demo today.



[BOOK A DEMO](#)