

Success Story

Sage Business Cloud Accounting cleans up The Specialists

Pest control and cleaning experts, The Specialists, centralize systems and overhaul their business processes using a customized Sage Business Cloud Accounting solution



The Specialists have been industry leaders in providing domestic and commercial integrated pest management since 1978. Through franchises across the SADC region - Southern Africa, Botswana, Swaziland and Zambia - The Specialists have provided pest control, cleaning and hygiene products, services and solutions across a wide network of owner-operated franchises. Using Sage Business Cloud Accounting, fully trained specialist staff and franchisees across the network of over 72 branches are now able to work from a centralized system. This has simplified the capturing, sharing and use of data and documentation which in turn has optimized business processes and operations.

Key outcomes

- Merging of multiple financial management systems into one integrated system
- Migration from paper-bound processes to a cloud-based solution through seamless integration with ISV, Briskflow
- Easy adoption of business finance management system by non-accounting personnel (franchisees)
- Simplified franchisee onboarding
- Faster feedback on quotes and improved engagement between technicians and customers
- Automated bank feeds enabling real-time access, through the cloud, to financial data for informed decision making
- Online audit file system simplifies document management for compliance purposes
- Fully customized, seamless integration with Briskflow, reduces labour costs and minimizes time-consuming processes

Company
Briskflow

Location
Gauteng

Industry
Pest control

Sage Products
Sage Accounting

Customer
The Specialists Group

BRISKFLOW

About Briskflow

With franchises across the SADC region, The Specialists have been industry leaders in providing domestic and commercial integrated pest management since 1978, providing pest control, cleaning and hygiene products, services and solutions.

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A vast network with diverse systems

The Specialists have a network of franchisees that have grown to over 72 branches across various regions and with each branch using its own accounting systems and processes, it became challenging for the franchisor to track data and know what was happening in the business at any given time. Financial and customer data was not always readily available, and often the same customer data had to be recaptured every month. Apart from the lack of format conformity across systems, the paper-based, manual systems also meant lengthy and repetitive data processing time that required manpower. The Specialists' model is structured such that head office centralizes customer care, invoicing and administration for national and regional clients; Chris van Rensburg, who is the managing director at The Specialists says: "Monthly reports from the various branches were reaching us at our headquarters via post. As you can imagine this created a labour intensive headache for us which cost the business time and money."

The pest control, hygiene and cleaning industries are held to stringent health compliance standards which require The Specialists to be meticulous in managing data and paperwork. Manual handling of compliance-related data put the business at risk of human error and industry-specific requirements from each sector the business operates in, meant more time and manpower had to be applied to ensure compliance and that standards of excellence were maintained.

A core aspect of The Specialists' work relies on road travel by technicians as they service clients, which required technicians to use physical road maps in order to navigate to sites. This form of navigation was not only time consuming, but it also meant that leads on potential clients to be visited and appointment information was received manually at each branch. Technicians therefore couldn't plan their routes and thus save time and minimize fuel costs. The Specialists have always strived to utilize the safest, most efficient technologies through innovation and ingenuity but time, cost and labour intensive business practices were hindering that aim.



The Specialists are industry leaders in providing environmentally high standards of professionalism, performance and are committed to total customer satisfaction.

Centralizing systems, going paperless and optimizing business operations

The Specialists needed a solution that would create a uniform accounting system, create a centralized database of customers and have operations run from one platform that is easy to use.

“We started by getting everyone to work with Sage Business Cloud Accounting,” says Chris. “It is easy to understand and operate which made onboarding our franchisees a simpler process. Being able to access the financials of all our franchises at any time and place was great. From every invoice and transaction, Sage gave us the data we needed to keep everything running smoothly,” he explains.

Once Sage Business Cloud Accounting was introduced, the company needed to optimize operations in order to become even more efficient. This called for a customized solution which led the business to fully integrate the Sage Business Cloud Accounting solution with Briskflow; a software development and business automation company which approached The Specialists with a solution for their CRM, job cards and other industry-specific solutions.

The centralized, automated and cloud-based solution of Sage Business Accounting seamlessly integrated with Briskflow now allows The Specialists to onboard franchisees faster. Franchisees only capture customer information once, and from lead to invoicing there is no paper involved and minimal human intervention. This becomes highly beneficial in The Specialists’ franchise environment where franchisees are often oneperson businesses or where multiple roles are performed and managed by the same person. Says Victor Spryt, Managing Director of Briskflow.

“Sound accounting practices that are accepted in any industry, centralized reporting and information that’s readily at hand has freed up time for franchisees to work on their business rather than in their business,” comments Chris.

“Sage Business Accounting features such as bank feeds, mean we can view and process transactions from anywhere that has internet access,” he adds.

Other benefits such as paperless job card scheduling that cuts administrative labour and automapping, which uses route algorithms to create the most optimal circular routes between client sites, have been invaluable in saving the business time and money. The online audit file system integrated with Briskflow’s document management system, simplifies document management for compliance purposes.

“From a technician getting a lead or signing off the job on a device, to a customer receiving their electronic invoice followed by a survey, there really is no paper involved,” Chris happily reports. “From there, the integration into Sage Business Cloud Accounting is just a touch of a button; it really is as simple as that,” he says.



“Sage Business Cloud Accounting allows us to be proactive instead of reactive about the business. We’re no longer managing paperwork instead of managing our business.”

Chris van Rensburg
Managing Director, The Specialists

What does the future look like?

The customized solution of Sage Business Cloud Accounting integrated with Briskflow has addressed The Specialists disconnected processes and procedures have evolved into a full operational system that is used across the group. For the team at the company using the solution has been easy to understand, simple to adopt and has delivered on its seamless integration and paperless promise. For example, vehicle tracking integration and automapping have led to more productive and less costly field operations for technicians.

“We can now spend more time working on the business, formulating strategies and analyzing data in order to better understand what customers are looking for. That increases our income and saves us time and money,” Chris concludes.



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