

Success Story

Answering the need for better reporting and controls

Ruby Receptionists

“We now have monthly budget-to-actuals for each department, which empowers the team with new visibility and allows us to better manage EBITDA.”

Alison Heavener

Controller, Ruby Receptionists

Company overview

Harkening back to an era when every call to an office was answered by a friendly receptionist, Ruby Receptionists provides personalized live, remote receptionist services, innovative software, and a robust mobile app to more than 10,000 small businesses across North America.

Executive summary

Previous software:

- QuickBooks

Results with Sage Intacct

- Monthly close time reduced from 20 days to 10.
- Two days of manual expense reconciliations eliminated.
- EBITDA up five percentage points with budget-to-actuals reporting.
- New, real-time insights for better, faster decision-making.



Sage

Company
Ruby Receptionists

Location
Oregon, US

Industry
Business Services

Sage Products
Sage Intacct

ruby®



With Sage Intacct, Ruby Receptionists has the ability to scale the solution as they continue their rapid growth.

Answering the need for better reporting and controls

Revenue can be lost when a potential customer phones a small business, and the call goes unanswered or is routed into voice mail. Ruby Receptionists fills that gap with a phone answering service that ensures a customer speaks with a live representative. Along with its innovative software and a mobile app, Ruby Receptionists helps small businesses create exceptional customer experiences. Until recently though, one area of Ruby Receptionists' work environment was in need of improvement — the accounting and finance function.

Ruby Receptionists was running a desktop version of QuickBooks that lacked the controls, security, and reporting capabilities that a fast-growing company needs. Managing financials using a combination of QuickBooks and Excel also meant lots of manual work for the accounting team. Upgrading to a more robust and scalable cloud-based financial management platform became a priority when Alison Heavener joined Ruby Receptionists as its controller in 2016. "We had outgrown QuickBooks," Alison said. "We needed more control over the system and better reporting. And we were looking at a potential acquisition and adding a new location, and QuickBooks wasn't going to cut it," Alison added.

Dialed in for new efficiency and scale amid growth

Sage Intacct was the solution of choice for Ruby Receptionists after an evaluation against Oracle NetSuite. Alison's team found Sage Intacct dimensions, which enable transactions to be tagged by customer, location, department, and more, especially enticing for rich financial reporting. Sage Intacct's strong controls, capacity to integrate with third-party applications, and overall ease of use were additional considerations in their upgrade from QuickBooks.

With Sage Intacct, Ruby Receptionists has the ability to scale the solution as they continue their rapid growth, and newfound agility to address the increased complexity that comes from being a mid-sized company. For instance, Ruby Receptionists' customer base has increased 45% from about 5,900 to 8,550 between 2016 and 2018, while the workforce has grown from 370 to 630, 340 of whom are receptionists. And in December 2018, Ruby Receptionists acquired Professional Chats, a leading online chat service for small businesses to better engage with customers, adding to its customer base and workforce. Having greater visibility and easy-to-produce historical financial reports through Sage Intacct were especially valuable in obtaining financing for the acquisition, Alison notes.

Automation in Sage Intacct has introduced new efficiencies in accounting. For example, monthly close time has been reduced from about 20 days to 10, while another two days of manual work for credit card expense reconciliations has been eliminated. Year-end auditing processes are much smoother, with significantly less prep time for the accounting team. Moreover, the business has new confidence in the integrity of its processes and financial data. "Sage Intacct provides us with peace of mind and security in knowing that we have proper controls and approval processes in place," Alison said.



New insights for better, faster decision-making

By gaining new efficiencies, Ruby Receptionists' accounting professionals have more time to devote to deeper financial analyses and partnering with executives and departmental managers. For example, Alison's team is now producing department budget-to-actual reports that weren't possible with QuickBooks. "That's really given managers visibility into spending by department, location, and other categories that we didn't have before," Alison said. "That's been very powerful in controlling costs and keeping people on budget — it's been a significant business impact for sure," Alison said. With the new insights, Ruby Receptionists has seen a gain of five percentage points in earnings before interest, tax, depreciation, and amortization (EBITDA).

In addition, the departmental managers at Ruby Receptionists have new self-service reporting capabilities for more visibility into real-time data. "They have read-only access through Sage Intacct to run their own reports, so I'm not the bottleneck gate-keeper of all of the data," Alison said. "Sage Intacct lets us really enable people to evaluate and make decisions faster with real information, rather than just guessing. Our executive team is traveling more as they're looking for growth opportunities, so the ability to have data at their fingertips from anywhere really helps them make decisions on the go, or at board meetings," Alison added.

Moving forward, Ruby Receptionists is looking to build on its successes with Sage Intacct by integrating the solution with its Salesforce CRM system and a new billing application, which is replacing a homegrown system. That will pave the way for additional gains in revenue management and cash flow. Sage Intacct also positions Ruby Receptionists to readily add a third receptionist center, in the pipeline for 2019, and to seamlessly integrate and manage an acquired company without an inordinate amount of manual work. "Sage Intacct is really setting us up to grow and add additional entities with ease," Alison said.

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What is a virtual receptionist?

An overview for business owners looking to turn more callers into clients.

