

# Retaining Clients with ProfitCents



## CASE STUDY

### Overview

Williams Benator & Libby, LLP uses [ProfitCents](#) to create presentation-quality reports that provide clients with insight on their financial performance, helping to reinforce and deepen valued relationships.

### Challenge

The accounting marketplace is increasingly competitive, especially in Atlanta, where [Williams Benator & Libby, LLP](#)'s mid-sized firm focuses on providing superior client service that helps businesses achieve their financial goals and objectives. Given the competition, accounting firms must demonstrate they provide value beyond basic services to cement valued client relationships. "You have to make yourself stand out a little bit and show that that you're going to go above and beyond, be proactive with your clients and give them more information," says WBL managing partner Bruce Benator.

### Solution

WBL uses ProfitCents to spark meaningful conversations with a variety of clients across its practice and to highlight the firm's added value. For example, its audit practice uses ProfitCents to streamline preliminary and final analytics, and WBL shares with audit and review clients a ProfitCents report highlighting financial performance as part of closing conferences. "Not only can we use ProfitCents for analytics and as part of our audit but we can also create a deliverable with it," Benator says. For non-audit clients, WBL offers an annual look at financials using ProfitCents narrative reports, sometimes including real-time industry data showing how the business stacks up against peers.

### Results

The plain-language narrative description and graphical analysis in ProfitCents reports provide an easy-to-review snapshot of financial results. The scorecard helps audit and review clients see how they are performing in such areas as liquidity ratios, working capital and interest coverage. "It's eye-opening for clients," Benator says. "It initiates the discussion when you put the ProfitCents report in front of them. It's also helpful for them to know how the bank looks at them."

For non-audit clients, Benator says, "The ProfitCents report is a good conversation piece to talk about what's going on in the business." WBL showed one client who operates a franchise, for example, some industry comparisons on various financial metrics. "Their franchisor wasn't providing this kind of information, and having the insight from the ProfitCents report made the client feel good about where they were," he said. "The client said, 'Wow, this is great information.' They wanted to show it to their fellow franchisees." WBL also showed the client how advertising costs were tracking above those of peers, solidifying the firm's role as a trusted advisor.

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**Bruce Benator**  
Managing Partner  
Williams Benator & Libby, LLP

### Benefits of ProfitCents

- Quickly and easily generates presentation-quality charts and graphs of performance so that accounting firms can create strong presentations for proposals, audit reviews or other engagements.
- Plainly identifies weaknesses in business performance, providing an opportunity to discuss how the accounting firm can help address issues.
- Provides strategic insight that solidifies the firm's role as [trusted advisor](#), differentiating it from competitors and strengthening client relationships.