



Logical Planet PLC

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NEWS RELEASE:

ACCOUNTING FIRM LESS BUSY THAN USUAL!



Have you ever known an accounting firm anything less than “rushed off our feet”? Well, unusually, Ashford based Magee Gammon report they are actually less busy than usual. “Its not that we have fewer clients or less work for them”, says Jon Gammon, Senior Partner, “But thanks to a new software package we can handle their work with less effort than ever before.”

BusyDesk, from London based Logical Planet has recently been implemented throughout the organisation.

“We are delighted with the productivity gains we reap through our new ability to originate manage and find all the files for a client in just a few seconds, including contact details, all documents we create, e-mails, letters and notes. Never before have we had the tools to be so accurate and so organised. All our client communications are automatically logged and saved by *BusyDesk*. Fortunately the system is really easy to learn so our team began using it really quickly. The benefit in terms of time saved in filing and retrieving information is clear – and we know at a glance where we stand financially in relation to each client.” Says Jon

BusyDesk is a new Business-to-Business CRM (Customer Relationship Management) System designed to work with Britain's most popular Accounting package, Sage.

Rod Joyce, Logical Planet's MD has plenty of experience of CRM in the professions.

"My previous software company provided specialised CRM for Barristers' chambers. Having dominated that market we went out to find a CRM for our own use and found the packages either too limited, or too expensive, so we decided to write one to integrate to SAGE and aimed at the SME marketplace, so it had to be easy to use and implement and priced so SMEs could afford it."

Logical Planet has an unusual approach to pricing. Rather than ask customers to buy it up front, which might make it too expensive, they charge an annual licence fee to use the product based on the number of users, which also includes support, maintenance and upgrades. "We prefer to gain income over the long term from happy customers," says Rod, "and they prefer the low cost, low risk approach of 'pay-as-you use'."

Two years of development and 6 versions later, *BusyDesk* is now available for both SAGE and non-SAGE users.

"Having installed the system and designed our custom data screens, the next development is to use *BusyWorker*, a component included in the system designed to automate the management of deadlines and production of standard documents. Tied to client year end, VAT Quarter end or other 'triggers', *BusyWorker* will generate reminders, printed documents and e-mails without us having to lift a finger!" says Jon.

Good news for any Accountant's office! Indeed *BusyDesk* is used by not only Accountant's practices, but by many different Business-to-Business SMEs.

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About Logical Planet PLC:

Logical Planet is a UK software development company based in London. The company has a fully fitted training facility, support staff, admin, development and telesales department. Logical Planet is dedicated to the CRM market.

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