



CARBON GROUP:

Improving the client experience

“When new clients had the option to fund our initial work, it removed major barriers during the onboarding process. It allowed us to close clients quicker – which in turn allowed us to win more business.”

Jamie Davison

Co-Founder at Carbon Group

QuickFee.



About Carbon Group

“Financial People. Entrepreneurial Spirit.”

Led by some of the most qualified accounting and business experts in Australia, Carbon Group is a “one-stop destination” for tailored business solutions and success strategies. While Carbon is an accounting network first, the company also boasts a unique integrated services model – and it has achieved [significant recognition](#) for its winning approach.

Most notably, Carbon won **“Overall National Firm of the Year” at the Australian Accounting Awards in both 2018 and 2020**. The company has also been featured in publications like The Australian Financial Review, Accountants Daily, and The Sydney Morning Herald.

Carbon offers cloud-based services that go beyond the traditional accounting stack:

- R&D and grant eligibility
- Virtual CFO services
- Mobile business management
- Cloud-based reporting software
- Mortgage broking
- Equipment finance
- Wealth management
- Cash flow planning
- Family office/concierge

Formed in July 2014 with a team of 13 members, Carbon has grown to include 180 “Carbonites” in 11 offices across mainland Australia. As Carbon co-founder Jamie Davison shared in an interview, there were many factors behind this success. One of these was an emphasis on the client experience, particularly when it comes to payments.

Challenges with payments

As Carbon Group grew, the team ran into many common payment roadblocks. Carbon used Ezidebit to process online payments, but as Davison recently explained, this platform was “very manual” and required “a lot of explaining and emails and back-and-forth with our clients.”

We wanted to reduce our debtor days and move the cash flow burden off our balance sheet. It was also important for us to streamline the client experience.

This process forced the Carbon team to play “catchup” with clients who were confused about bills – and it increased the company’s debtor days over time. With Ezidebit, it was also harder for Carbon to transition clients onto fixed price agreements or FPAs and make the pricing process more transparent.

Key goals

1. Reduce debtor days
2. Make it easier for clients to pay
3. Better payment communication

An easy financing solution

QuickFee is an online payments provider with a long history in the Australian accounting industry. The company has helped thousands of global professional services firms to improve collections with unique payment and financing options.

One of the most popular is [QuickFee Financing](#), an **easy payment plan** that allows firms to keep owning the client relationship while their clients pay in instalments.

Benefits of QuickFee Financing:

- Free for the firm to offer
- No sign-up fees
- Secure electronic payment system
- Full PCI compliance
- Not invoice factoring
- Fixed rates between 3.95% - 8.95%
- No fixed maximum loan amounts

Carbon Group signed on with QuickFee in 2015, and within months the firm saw improvements to both client experience and cash flow. QuickFee Financing empowered their clients to pay over 3, 6, 9, or 12 months with a competitive fixed interest rate, while Carbon received the full amount upfront.

When we follow up with the client about payment, it limits the excuses. If they want a payment plan they can click on the link – and it's all sorted.

After five years with QuickFee Financing, Carbon has achieved astounding progress in eliminating debtor days and making payments easier for clients.

Lowered average DSO:

32%

Improved collection realisation:

21%

Moving into the future

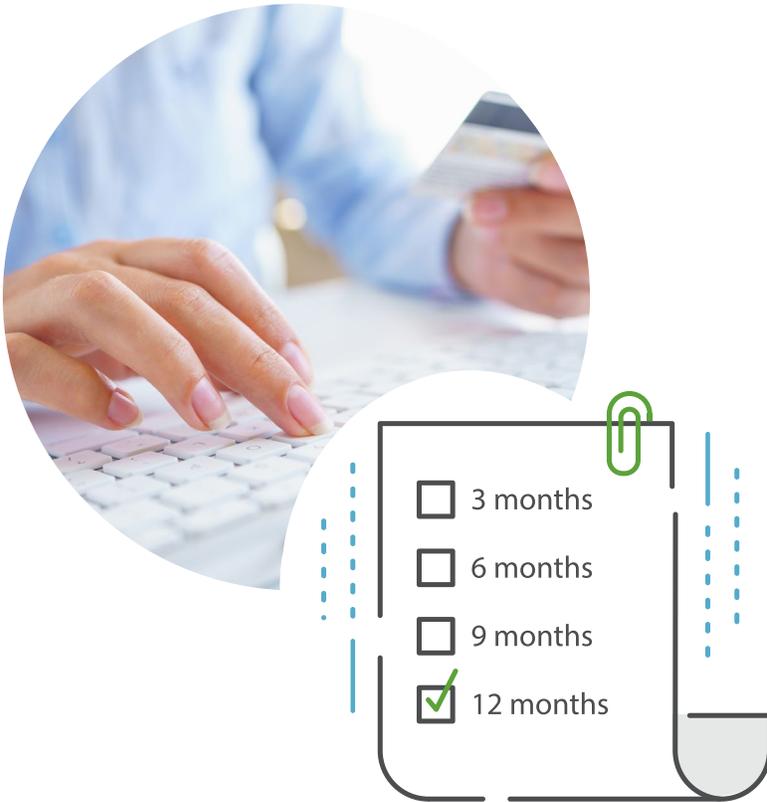
Here are a few of the other reasons Carbon has continued to partner with QuickFee.

Improved communication.

By upgrading from a manual process to an electronic and seamless one, Carbon has been better able to communicate with past-due clients about payments.

Simpler payment processing.

As a cloud-based services provider, Carbon Group understands how important it is to make processes convenient for clients. When asked what he would recommend about QuickFee, Davison responded: *"It's super simple to use... they mirror our client experience in that we also try to make it easy for clients to deal with us."*



When clients are not on FPAs, we send them a built-in and customised payment plan link from QuickFee. This puts the control in the client's hands, as they can just click a button and fund the invoice without any extra admin time from us.

Winning more business.

Payment plans aren't just a way to help past-due clients. When used correctly, payment plans are powerful tools for business development. Just ask Davison: *"When new clients had the option to fund our initial work, it removed major barriers during the onboarding process. It allowed us to close clients quicker – which in turn allowed us to win more business."*

Discover how QuickFee could work for your firm

Call the team at 02 8090 7700 or visit www.quickfee.com.au to schedule a free 15-minute demo of QuickFee Financing.