



Payroll Services Group Increases Profitability with EZ-Direct Deposit™

Durett Business Management Corp. upgrades to direct deposit from Coastal Software & Consulting, Inc. to save time and maintain costs for price-sensitive clients.

“EZ-Direct Deposit has saved us from hiring at least one employee. It’s a definite time saver; our office staff can finish in minutes what was taking hours.”

Joan Durett
President
Durett Business Management

Durett Business Management takes pride in the personal service it gives to clients. Customer service is the heart and soul of the company, and it has built a highly successful business with the help of its gracious, efficient staff. Loyal customers throughout the Glens Falls, New York area choose Durett Business Management to manage their payroll and bookkeeping.

During the last two years, the company has experienced substantial growth—signing up more than 100 new clients and almost tripling its customer base. Direct deposit is a very popular feature among Durett’s expanding customer base, and with so many new customers, the company needed a cost-effective, efficient process for managing direct deposits.

Business Challenge

Direct deposits were a time-consuming hassle for the staff. The office personnel had to compile all the direct deposits, create reports, and fax the documents to the bank. Adding employees meant more faxing, as each new employee was required to submit a

voided check, which Durett Business Management faxed to the bank for reference.

Joan Durett, president of Durett Business Management, realized this process was inefficient and slowing her team down. She wanted to replace this manual process with an electronic direct deposit, but many of the available options charged a recurring fee for direct deposit.

“Many direct deposit solutions are cost prohibitive for our clients because they incur fees every time you file a direct deposit. We would have had to pass on those fees to our clients,” says Durett. “With everyone shopping for price, we wanted to keep our charges at a minimum.”

Solution Overview

EZ-Direct Deposit™ from Coastal Software met Durett’s price point, and it introduced an easier, more streamlined process for filing direct deposits electronically. Most importantly, EZ-Direct Deposit works with QuickBooks, which is an essential application at Durett Business Management.

SUCCESS STORY

Durett Business Management

AT A GLANCE:

Industry:

Payroll services

Business Challenge:

Implement a cost-effective, easy-to-use, electronic process for payroll customers that want to offer direct deposit to employees

Solution:

EZ-Direct Deposit from Coastal Software and QuickBooks Premier: Accountant Edition and QuickBooks Enhanced Payroll for Accountants

Results:

- Increase customer base from 50 to 165 customers
- Decrease time to complete clients’ direct deposits by 75 percent
- Support increasing customer base without adding staff
- Save approximately \$12,000 in employee salary
- Reduce time to add a new company to 10 minutes





SUCCESS STORY Durett Business Management

EZ-Direct Deposit creates and sends file transmissions of direct deposit data generated within Durett Business Management's QuickBooks to its financial institution, which re-transmits the direct deposit data to the employees' financial institutions.

Because multiple banks can be involved in direct deposits, the industry requires that all records exchanged meet National Automated Clearing House Association (NACHA) standards. EZ-Direct Deposit is guaranteed to be NACHA-compliant, which means direct deposits will never be rejected by an employee's bank because of formatting problems.

For employees who are participating in the direct deposit program for the first time, EZ-Direct Deposit will also transmit the pre-note, which ensures that the direct deposit transfer is accurate. Many financial institutions require this step to be completed before direct deposits can be made to the new participant's bank account.

Business Benefits

EZ-Direct Deposit was an instant hit with the staff. Learning the application, says Durett, was an easy, straightforward process. "It's not a hard program at all. Everyone was able to learn it quickly."

Once the new process was in place, the benefits were immediately apparent. "Producing, printing, and faxing reports was time consuming," says Durett. "With EZ-Direct Deposit, we have cut the time to manage our customers' direct deposit by at least 75 percent. Now it's just a matter of clicking a couple of buttons."

No matter how many employees a new client has on its payroll, Durett Business Management can respond quickly. "If a client wants direct deposit, the number of employees doesn't matter to us. We can transfer a 50-person payroll as fast as a two-person payroll."

According to Durett, EZ-Direct Deposit simplifies the

entire direct deposit process. "It takes absolutely nothing to set up a new employee. Setting up the entire direct deposit list for a new client takes about 10 minutes. Once employees are in the QuickBooks system, you just sync with QuickBooks and the data imports into EZ Direct Deposit. Employees can deposit their paychecks into multiple accounts. You have a lot of flexibility."

This flexibility and ease, plus the low cost, has contributed to Durett Business Management's success. "Having a minimal fee for direct deposit has helped us get new clients and convinced some existing clients to go with direct deposit," says Durett. "Our clients view direct deposit as faster and easier than live checks. No one really wants to print and mail checks unless they have to."

Sometimes a business can grow too fast, but not so with Durett Business Management. The influx of new customers has not strained the company. Even with a triple-digit increase in customers during the last two years, the company has not added more employees. Finding technologies such as EZ-Direct Deposit that improve efficiencies and increase productivity allow Durett Business Management to keep its overhead low.

"EZ-Direct Deposit has saved us from hiring at least one employee," says Durett. "It's a definite time saver; our office staff can finish in minutes what was taking hours."

EZ-Direct Deposit has more than exceeded Durett's expectations. Direct deposit has become a pain-free process for the staff, and the company has never had a problem with a data transfer. When service or support is needed, Coastal Software has responded quickly and professionally.

"The service is fantastic," says Durett. "When I call, they are there to assist me, even on weekends. They are really good about taking care of their clients. We're ecstatic with everything about EZ-Direct Deposit."

FOR MORE INFORMATION VISIT:

Coastal Software & Consulting, Inc.
www.ezdd.com

QuickBooks
www.quickbooks.com

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