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Productivity and Efficiency: A Strategic Guide for Digital Agencies

8 Ways Productivity and Efficiency Can Increase Your Bottom Line

acelo 



A catalyst for change

By Geoff McQueen, Accelo CEO



Anyone managing a digital agency faces the unenviable task of trying to navigate with even more uncertainty than usual going on in the world today. In this eBook, we'll outline what we've seen from our clients as effective responses, including what every agency manager should be doing to improve their productivity, efficiency, and bottom line.

We believe that by focusing on productivity and efficiency, agencies can and will survive the current bad times—and by improving how their business runs now, they'll be well-positioned to prosper in the inevitable recovery.

Time is money. Literally.

Professional service firms, including agencies, have the world's most perishable inventory: time.

You trade time for dollars, both as revenue dollars coming from clients or from cost dollars, with payroll & benefits by far the largest expense. It is up to the owner, leader, or executive, to ensure the dollars coming in are greater than those going out, or the business will fail.

Your clients invest their money in the expertise of you and your team. You hire smart people to provide unique services that solve your clients' business problems. While your revenue might be value based, fixed bid, or from retainers, around two-thirds of your monthly costs are payroll and benefits, which means no matter how you charge clients, time is money. The success or failure of an agency comes down to how productively and efficiently your biggest cost—time—is spent.

So why do less than 50% of small businesses survive past their 5th anniversary? Time.

Leaders like you are not just challenged to manage time, but to optimize it as a business. To optimize time as a business, you have to understand productivity and efficiency.

Productivity - what you actually produced and the related cost. Example: You spent 40 hours delivering a project.

Efficiency - what you actually produced compared to what you could have produced. Example: You spent 40 hours delivering a project, but could have completed it in 30 hours.

The recent Coronavirus pandemic showed us how productivity and efficiency dramatically affected small businesses, and especially its impact on cash flow. Let's say you bill your clients every month, or perhaps only when you finish a key milestone or project. But you hate billing and can never find the right data, so it takes you until the 15th of the next month to produce and send an invoice—up to 45 days after you incurred the payroll costs for the prior month, or longer if you've been working on the project for a few months and billing on completion.

Then you have to wait for your client to pay you, which might take 30 days after you invoice. That's over 75 days (45 days to bill + 30 days to pay) from the time you incurred the costs of doing the work until you got paid. If your client delays payment for another 30 days because they're struggling, you have to fund the business for 100 days before you get paid, if you get paid at all. Most small businesses can't take this shock, because while you're waiting to get paid, your team is still expecting you to make payroll—which is why downturns force so many good, successful businesses to close.

Time is money. It's up to you to be both productive and efficient to maintain the cash flow you need to stay in business.

Where to spend your time

Once we reduce our distractions, there are five core areas to target your resources to become more productive and efficient.

1

People. Hire and empower people who love to serve, do great work, hold themselves accountable, and are committed to the success of your business. Their time is your biggest asset and must be managed wisely.

2

Processes. You shouldn't have to reinvent the wheel or depend on heroic actions to get things done. Streamline everything you do with repeatable processes (often with technology) to be both productive and efficient while improving your bottom line.

3

Systems. Technology provides the operating backbone for your business so you can scale by reducing redundant work, tracking time and cost, and making life easier. Modern SaaS platforms can streamline everything from pipeline management to emails and accounting, providing real time results.

4

Data. While data always mattered, the faster—and increasingly remote—nature of work has made high-quality, real-time data essential to running a successful business. Your clients, projects, profitability, and cash flow are too dynamic to rely on memory or gut feeling to make business.

5

Improvement. Investing time in today is important, but you also need to invest in your future. What opportunities are on the horizon? Are your industry and clients' needs changing, and how will you meet those needs? Invest time, efficiently, into the road ahead to grow your business.

Productivity and efficiency require you to focus your time and resources on today and the future. Leaders know where to spend their time to maximize business outcomes and make appropriate investments.

Eight ways to be more productive today

Now you know the value of being more productive and efficient. But where do you start?

Our advice is to pick one of the action items listed in the following that will give you a quick payback.

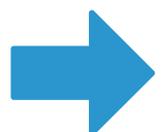
Our experience with thousands of clients has shown us that even the smallest of changes will create not only a return, but also create momentum for bigger changes.

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Change these behaviors to successfully implement these tips:

- **Admit to reality.** You will need to ask hard questions and take decisive action. What's working? What's not? What does your business need to do differently to survive turbulent times and prepare for the future?
- **Get rid of what's not working.** Untangle, untie, and admit if you've set up your business to fit the limits of your technology or team, or if the things you're doing worked in the past, but aren't working now (much less in the future). Where is your business wasting precious time—in bad habits, disconnected tools or, manual effort—that should be devoted to revenue producing tasks?
- **Make the changes your business needs.** Focus on the needs of the business, as opposed to a role here or a function there. Streamline, consolidate, and simplify the way your business runs, the services you offer, and the way your team works. Most importantly, get everyone excited and on board about your new future.

Let's get started.



ACTION ITEM #1

REDUCE TIME-SUCKING MEETINGS

How you value time can produce revenue—or just be a cost. Meetings are a black hole of labor overhead. They should be thoughtfully planned, tracked, and managed to stay efficient.

Over the years, people have implemented medieval tactics to make meetings more efficient. Forcing everyone to stand for the entire meeting, locking the door until things get done, or surrendering cell phones at the door are just a few of the strategies designed to make meetings more productive. Despite those painful approaches, people still waste thousands of hours, locked in a conference room or Zoom call, hashing it out, often to no avail.

Making people accountable for their time spent in meetings, as well as establishing a culture imperative to keep discussions on track, are key to staying productive. Meetings need to be a value-add, not a time or cost impairment to the organization. Tracking the time spent in meetings—every meeting, including internal ones—is the first step to understanding where your costs are going so you can decide if you have a problem.

35%

GO TO AN UNPRODUCTIVE MEETING:
instead of declining the meeting.



34%

WASTE 20 HOURS PER MONTH ON:
calls & meetings that don't accomplish anything.



[Source](#)

ACTION ITEM #1

REDUCE TIME-SUCKING MEETINGS

✘ Eliminate

Unnecessary attendees.

Let's face it, some people want to attend meetings because they don't want to miss out on what the crowd is discussing. Overcoming FOMO means you need to be transparent about what was discussed or send out meeting summaries to keep them in the loop.

No agenda meetings.

Expectations should be set prior to attending a meeting. Without a goal in mind, it is easy to waste time and create unnecessary overhead.

✔ Implement

Set a goal to decide, inform, or act.

Meetings can be a time for innovation and accomplishment. By setting a goal of what to achieve during the meeting, you'll keep everyone on track and focused. Unnecessary invitees (and meeting crashers) can be more easily identified and redirected.

Start time tracking.

Tracking the time spent in meetings to a specific client or project will help you bill that time to the client. You will also gain visibility into internal overhead costs that give you incentive to keep meetings focused.

"My teammates have the ability to put more time toward actionable, billable work that will ultimately improve our bottom line."

Lauren Faulkner, Australia

p+group.

ACTION ITEM #2

PRIORITIZE RECURRING WORK

While “customer success” is a newer buzzword, professional service firms have always been customer success oriented. Being hyper-focused on solving customer problems from the client’s point of view is key to a successful and profitable relationship. Nurturing relationships and weekly status reports, and going the extra mile, are at the heart of small business relationships.

The key is to not forget about those relationships or neglect the importance to your revenue stream and to your customer. Out-of-sight, out-of-mind is not an option, even for your top customers.

A 5% increase in customer retention can increase a company’s profitability by 75%



[Source](#)

ACTION ITEM #2

PRIORITIZE RECURRING WORK

✘ Eliminate

Neglectful behavior.

Even the smallest customer may have a wealth of contacts and opportunities that you will never uncover unless you stay close to them. Forgetting about their problems, not billing on time, or lack of contact will put you last on their list.

Limited thinking.

Existing customers are the #1 source of future revenue. If you never contact them, you'll never know if they have additional projects or opportunities. Get past the limited perception that this retainer is the only thing you can help them with. You will never know unless you ask.

✔ Implement

Customer Lifetime Value (CLV) analysis.

You may think that the \$2,000 monthly retainer is small, but the annual \$24,000 revenue stream, every year, is probably significant to your business. Make sure you're on automatic billing to make the most of recurring cash flow and use automation to ensure even small retainers are streamlined and profitable.

Tracking real-time performance.

At any time, you should be able to visualize retainers, work performed, project progress, and revenue all from a dashboard that shows real-time analytics of your biggest and smallest customers. You'll keep them a priority by staying on time and on budget with your performance with technology that reveals where you stand.

"This has stopped us from over-delivering on projects where clients are given double of what they actually asked for—so we're no longer operating at a loss."

Ranya Barakat, Chile

ids.agency

ACTION ITEM #3

BECOME YOUR CLIENTS' PARTNER

During the pandemic, many companies made the incredibly difficult decision to layoff or furlough staff members. Just because the people were no longer present didn't mean that the work they performed disappeared.

Your client's challenge becomes your opportunity to help them. Becoming their partner as they navigate challenging business waters won't just propel your business forward—it will cement your relationship for future opportunities. Around 61% of SMBs report that more than half of their revenue comes with repeat customers, so nurturing those relationships will pay off in the long run.

Partnerships are a two-way relationship: you solve your client's business problems while they help you sustain and grow your business. Like any good relationship, you are accountable to each other.

61% of SMBs report more than half of their revenue comes from repeat customers



[Source](#)

ACTION ITEM #3

BECOME YOUR CLIENTS' PARTNER

✘ Eliminate

Being invisible.

You might think you have enough on your plate as a business leader and delegate client updates for your clients to your subordinates. Remember, you are the face of your company and your name is on the contract. Out of sight equals out of mind—take the time to reach out.

Being a doormat.

Partnerships require two willing parties. If your clients are beating you up or not paying you on time, it's time to have a frank discussion about the future of your relationship. Don't be afraid to fire a client who isn't willing to live up to their part of the deal—remember, time is money and we'll never get today again tomorrow, so choose who gets to be part of your tomorrow.

✔ Implement

Regular status reports.

Your partnership is based on continuous communication about a project's status, new opportunities, or introductions into your network. Stay visible and professional. If you're actively working with a client, ensure they get a weekly status report—it is a key way to keep clients involved in the project while you stay accountable for a weekly milestone. If you're between projects or off retainer, connect monthly, or at least once a quarter.

Be solution oriented.

Our world economy got turned upside down overnight and impacted businesses of every size. If you are struggling to develop solutions to emerging problems, don't be afraid to reach out to your client partners to brainstorm ideas, and encourage them to do the same. Pick their brains about what issues they are facing and if you (or someone in your network) can solve their problem, step up and offer the solution.

"We know their businesses through and through, and have a solid relationship with these customers."

Renae Lunjevich, Australia



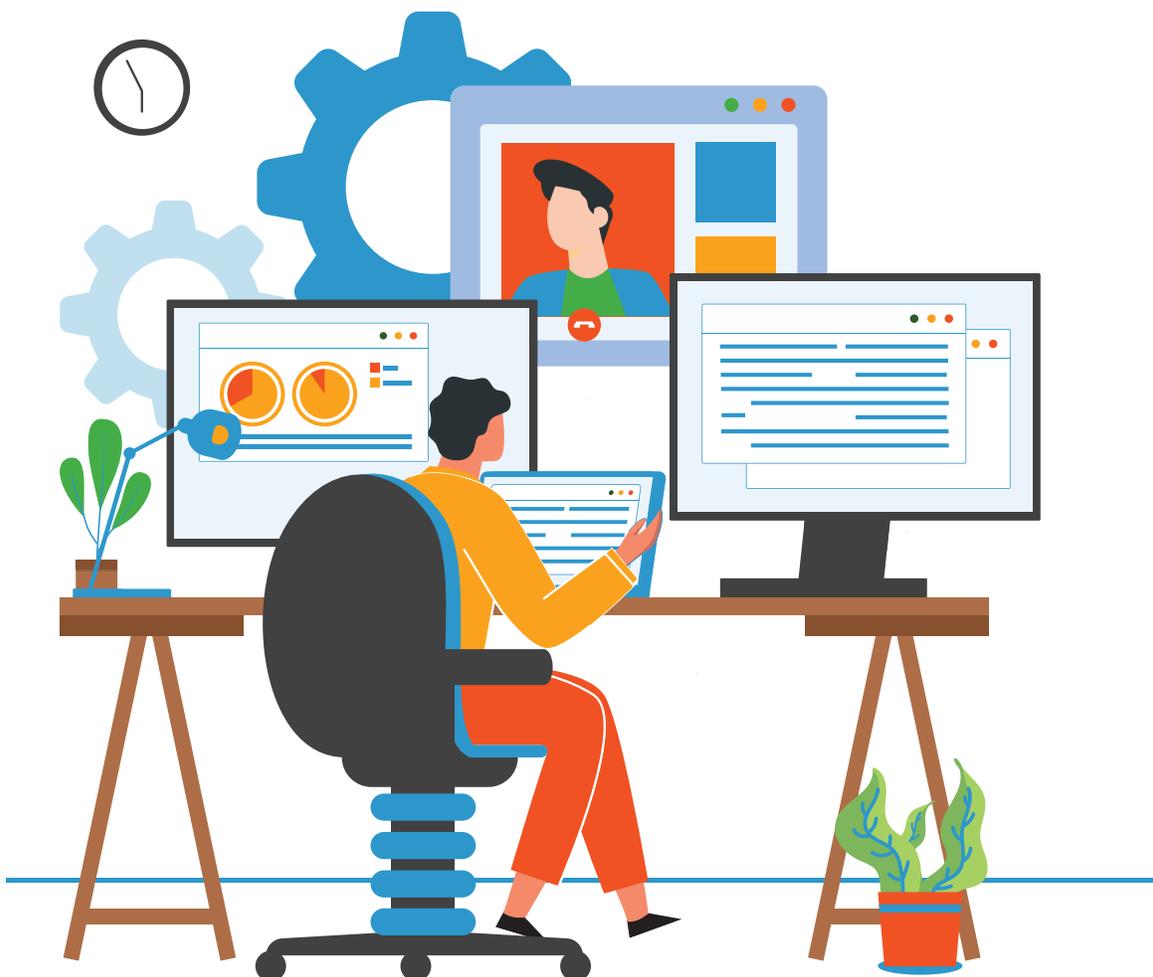
ACTION ITEM #4

INCREASE TRANSPARENCY

Not getting tasks done is frustrating. The only thing that may be more frustrating is having more than one person doing the same task. In the first instance, you might miss a revenue opportunity or see a client leave, but avoid an internal expense. In the second instance, you can create customer confusion and double your time costs. Unfortunately, both situations are common and expensive.

The key is to be transparent about what tasks to accomplish, who needs to accomplish them, and where the client's service delivery stands. Never before has this been more critical. The recent dramatic increase in remote work, which decentralized the workforce, created additional confusion when staff members didn't know what work to do.

Using tools to increase transparency across the company will make your managers and staff accountable for their assigned projects.



ACTION ITEM #4

INCREASE TRANSPARENCY

✘ Eliminate

Email or verbal assignments.

Gone are the days of expensive meetings when staff members were assigned a task and managers assumed it would get done. Meetings were later replaced by email assignments, which made it inherently difficult to track progress. If you're still using email, chats, or verbal assignments, you can't accurately track the amount of time, effort, and expense that went into the project. When it comes time to bill your client, you'll waste a mountain of time tracking down who did what when and for how much—or more commonly, just end up working (a lot) for free.

Missed or redundant work.

If deadlines keep slipping or don't get met at all, the core reason may be a lack of accountability. Unless you track project progress and the work effort associated with it, you won't get to the root of who forgot to do the work or who worked overtime to get it done.

✔ Implement

Establish a common tool for all team members.

Technology that tracks client communication (emails, meetings), project delivery (tasks and assignments), who worked on them (time tracking), and where client work is at (deadlines, profitability), will capture the true work effort. Centralizing all client work in a common tool gives a holistic view of the entire work effort, making billing a lot easier.

Automation and triggers.

No more hiding tasks that aren't getting done, who is assigned to it, or when it is due. The right tool will alert managers what work needs to be completed, which team members are under-utilized (and can take on more work), and which team members are over-utilized (heading for burnout). This ensures projects stay on time and on budget.

"The client portal provides the transparency our clients need to view the work that is being done, to track email correspondence, to review invoices, and to understand internal conversations around the work we do for them."

Brendon O'Sullivan, Australia



ACTION ITEM #5: CONSOLIDATE SYSTEMS

There's an app for that.

In fact, there are thousands of apps, and your company probably owns dozens of them. But are they utilized by the business or just one person, function, or team? Are you just spending time and money maintaining them? What about the time spent keeping them all up to date?

Software companies made it easy to deploy XaaS (Anything as a Service) apps, often made specifically for a single purpose. For instance, if you own an app that tracks clients, another for projects, another for tasks, yet another for expenses, and another one for time sheets, in addition to your accounting platform, each person in the business is probably wasting a dozen hours per month just making those applications work together or entering data in multiple places.



While apps can make you more efficient, they can also create a mess of disparate systems that require time and money to maintain. It can also be a waste of time and flow for employees to context-switch between applications. Lastly, having critical business information scattered makes data inconsistent and reporting difficult, if not impossible.

ACTION ITEM #5: CONSOLIDATE SYSTEMS

✘ Eliminate

Apps that don't serve the business.

What was once the greatest app a year ago, might have gone unused—while you still pay subscription fees. If an app specializes in one thing that could instead be managed by a more integrated platform, it's time to change. Take an inventory of apps and who is using them to see if you are getting the most value.

High maintenance apps.

While the monthly subscription cost might be low, the time your team collectively puts into maintaining the app might be substantial. Look for opportunities to consolidate apps that don't bring the value they promised for the business, even if they still occasionally help one user do an infrequent task like calculating commissions.

✔ Implement

Consolidating apps.

With a wealth of API's, some of your favorite apps might easily feed into your existing applications, bypassing any redundant reporting or data entry tasks. Set the goal to consolidate as many systems as you can within your organization to increase efficiency and create fewer headaches. Tools like Zapier make this easier than ever (no programming required).

Sprints for implementation.

No one is ready for a complete overhaul of all of their existing systems. It's expensive, time-consuming, and the stuff that nightmares are made of. Take a tip from agile sprints. Identify the top apps that can be replaced and create a series of two-week sprints to tackle them. You'll have a series of mini-wins that will create momentum for systems efficiency. If an app can do more than you can deploy in a couple of weeks, break the implementation into sprints, turning on pieces of the app over time.

"You go to one platform. That's where you do everything... versus having to use three or four or five different systems."

Rebecca Angelos, United States



ACTION ITEM #6

AUTOMATE INVOICING FOR IMPROVED CASH FLOW

It's the 10th of the month. Invoices were supposed to go out five days ago, but you're still waiting on three key staff members to email you their hours by project for the month. Your bookkeeper has yet to run the report of monthly expenses because they are waiting on the sales team to submit their expenses. If you wait much longer to send out invoices, you might not be able to meet payroll by the end of the month.

The most frequent comment we get from agency managers we first meet is, "I HATE monthly invoicing." It's labor intensive, and often the responsibility of a senior person whose core talent is anything BUT accounting. That's why invoices are not only incomplete and late to get out the door, but delay critical cash flow for the business.

✘ Eliminate

Manual billing.

Creating manual bills in your accounting system from a cadre of emailed expenses, inaccurate hours, exports from multiple systems, and downright guessing is not only time consuming but error-ridden. You may also be overlooking potential revenue from unrecorded time and expenses.

Missing information.

Your client needs a clear invoice to pay you on time, and the more detailed it is, the less reason they'll have to delay. They often need labor and expenses broken down by project, approved purchase order numbers, and detailed expenses. If you don't provide that information, your invoice payment gets delayed until you chase your client, and they then ask for some more information, costing you valuable time and money.

✔ Implement

Systemized collection of time and expenses.

Every hour, every expense can be automatically tracked in today's more sophisticated systems. You'll know exactly how many hours your team devoted to a project without running a report, including meetings, emails, and project work. Expense reports can be centralized and assigned to clients and projects. You'll have all the data you need, in one place, to get billing produced accurately and on time.

Produce high quality invoices.

High quality doesn't mean a 28-pound glossy work of art. It means your invoices have all the detail your client needs to pay in full and on time. It also means that invoices get produced on the 1st of the month (or your preferred cadence) to ensure consistent cash flow.

ACTION ITEM #7: TRACK TIME FOR ALL EMAILS

A recent study showed that 28% of our working days—2.6 hours—is devoted to reading, answering, discarding, and dealing with emails. Multiply those statistics by the number of people in your office and you'll see where you are spending (and potentially wasting) thousands of hours annually.

There are plenty of tactics to manage emails, from color-coded inboxes to only spending scheduled hours addressing them. But who isn't on their phone looking at the latest, most urgent email, distracting people from the work they really should be doing?

The key is to treat emails as a business resource that moves the business forward instead of an individual, isolated headache.



Improved communication and collaboration through social technologies could raise the productivity of interaction workers by **20-25%**

[Source](#)



72% of companies use social technologies in some way—very few are anywhere near to achieving the full potential benefit

[Source](#)



Email causes professionals to leak over **\$50,000** in revenue per year

[Source](#)

ACTION ITEM #7: TRACK TIME FOR ALL EMAILS

✘ Eliminate

Unnecessary cc'ing.

It's become a cultural habit to cc anyone who might have the slightest interest in a particular email string, in large part because most businesses don't have a centralized email repository. It's time to stop including people in case they care, and focus on the business need for people to be copied on an email.

Constant email (app and text) distractions.

At some point, you need to put down the phone and get things done. While you might get a dopamine rush from answering an email, in the end you're just perpetuating a time-sucking system. Separating your "workflow" email from the deluge of newsletters and irrelevant updates is critical to making email work for you and your team again.

✔ Implement

Take action or make a decision.

Emails should be addressed to those who either need to know in order to take action (ex: contact a client or complete a task) or make a decision (ex: solve a problem for your team or staff).

Centralize all client emails and track time spent.

The time spent on client emails should be tracked against the client account (and even better, a project or retainer) to understand the true cost of providing a service. However, most firms don't have the technology to track time spent on emails, phone calls, or chat. By employing a system that not only tracks time spent on client communications, but feeds that time directly into time sheets, you'll see the true cost of providing your services and can price them accordingly.

"We email clients all the time—and we have a lot of meetings—but it was always up to the individual to remember what they did and track it, which rarely happened."

Bill Casey, United States

WSOL

ACTION ITEM #8: TRACK PERFORMANCE IN REAL TIME

Have you ever tried driving your car with only the rearview mirror? The only thing you'll see is where you've been, not where you're going. The same is true with performance data. Knowing what happened last month is interesting. Knowing what happens today is critical.

If you're not tracking what your business is doing at the current time, you're using the rear view mirror to drive your operations. You won't know if your projects are late, if you're over or under budget, or if there is a landmine ahead because a key staff member is out on vacation until it is too late.

Remember that time is money and the number one resource in your company. If you don't know how you are using it, you are literally wasting time (and money).

The solution is real-time data, in easy-to-read dashboards and automated notifications, that put you in the driver's seat with a windshield you can see out of.

A 15-employee company is prone to losing \$1.6 million in yearly revenue to lack of time tracking for emails, meetings, and forgetfulness



\$150
Hourly Rate



15
Employee Company



\$1,654,875
Yearly Revenue Leaked



Breakdown of Hours Leaked Yearly



172.5
Forgetting to track time



213
Meetings not being tracked



350
Emails not being tracked

[Source](#)

ACTION ITEM #8: TRACK PERFORMANCE IN REAL TIME

✘ Eliminate

Manual-only systems.

The big weakness of business systems is “garbage in, garbage out.” If you’re depending on perfect data entry by your busy team to have a report you can trust, then you’re going to be out of luck. Ensure your systems are as automated as possible so you depend less on your people to keep them accurate.

High effort, high discipline reports.

Just like your team is often too busy to keep systems up-to-date, you’re also likely to slack off on your data analysis and reporting responsibilities if you have to remember to go and find the information yourself. This is made even more difficult if reporting means pulling data from multiple places to compile your own report.

✔ Implement

Real-time dashboards.

Live data from consolidated systems will provide you with the data you need to make management decisions that reflect how your business is running in time to take action.

Use triggers.

Real-time data is like a GPS that can tell you what’s on the road ahead, giving you time to make decisions that keep you on track. Systems that alert you to critical delays, resource constraints, or conflicting schedules help you make decisions before a problem occurs.

“We had no way of capturing time or converting it into an invoice, so we had to hire someone to collect timesheet entries from one system, and move them into our PSA that we were using at the time.”

Jason Lichon, United States



Conclusion

By Geoff McQueen, Accelo CEO

To reiterate, the success or failure of an agency comes down to how time is spent. The phrase “time is money” holds true in the agency world and leaders simply cannot afford to let it get away from them. By understanding and optimizing productivity and efficiency, agencies can weather economic shifts that threaten to hurt the business.

This means you have to learn to tame the time monster—not as an individual, but as a business, so you don't become one of the 50% of businesses that don't live to see their fifth anniversary.

Over the years we've worked with thousands of clients who've taught us how important systems and processes are to achieving a productive, efficient, and streamlined environment. They learned to do more with less, directing excess capacity into innovation, growth, and continuous improvement, doing more of the work they love today while safeguarding tomorrow. They became more profitable because they managed their time productively and efficiently.

The current economic situation is forcing business owners to make tough decisions and truly do more with less. The best business owners aren't just responding to a difficult economic environment today, they're also preparing for the inevitable growth wave that is certain to follow. As we said in the beginning, this too shall pass.

At Accelo, we are passionate about helping our clients run successful, profitable businesses, and we know the secret to this is to maximize their most critical and dynamic resource—time. We all have the same amount of time, but the businesses that use it to their advantage are the ones who survive the tough times and prosper in the good times because of good management, not good luck.

I truly hope every business owner and manager reading this eBook takes away something you can do today to not only manage time, but optimize it. The prosperity of your business is too important to your family, your employees (and their families), your clients, and your community to leave to chance, and with the success of your business depending on how well you run it, it is our mission to give you the systems and technology to be the very best operator you can be.

Best of luck, and I look forward to being able to help your business succeed too.

Geoff McQueen



From the Author

By Geoff McQueen, Accelo CEO

When I was 20, I dropped out of my university and started a digital agency. Over the next ten years, the agency grew to around 20 staff and with clients from small businesses up to the Department of Prime Minister & Cabinet. This journey taught me a lot of hard lessons.

The insights and advice contained in this eBook are the culmination of over 20 years of experience I've had both running professional service businesses and, more importantly, helping thousands of other professional service businesses run more productively and efficiently through my startup, Accelo.

The following are just a few of the experiences shared by our thousands of users. We're always learning, however, and I'd love to hear your experiences and insights too.

Increased efficiency by 30%.

"Accelo made us more productive and profitable than ever. It's like a superpower for our agency, helping us align on projects, automate time-consuming tasks, and deliver great work for the clients who depend on us."

Adam Muhlenhaupt, Principal & CEO,
Muhlenhaupt + Company

Doubled their monthly revenue.

"I really enjoyed finding and using Accelo— Part of the reason why is that it's so flexible and fast-paced. I have a lot of confidence that the toolset we've got now with Accelo will allow us to scale up much quicker than any IT company in our position."

Daniel McNaught, Founder & Director, Invona

Saved over 20 hours per week.

"Previously, all project management tasks were done with Excel sheets. Invoicing was done with different software and time tracking was monitored elsewhere. Now, we use Accelo for all of these trackable and billable items, so we're now able to monitor, act on, and make decisions based on our team's Accelo usage."
Marc Avila, CEO and Founder, 3 Media Web

Increased profitability by 40%.

"Accelo is now the engine behind the whole business, which is exactly what we needed."
Dean Oakley, Founder, Thrive Digital

Saved over 200 hours per year.

"Accelo covers a broad set of features that are 100% tightly integrated. I can see what's going on with a client, their prospective work, and what's actually been done all in one place."
Susie Schade, CEO, Vector Business Solutions

Saved over \$12,000 annually.

"We're architects and so everything that we do has to look good. We're very visual. One of the important reasons we chose Accelo is because it looks good, it's intuitive, and customizable."
Josh Kunkel, Founder & CEO,
Method Architecture



83%

About Accelo

Built For Your Service Business

Since its founding in 2011, Accelo has prioritized giving professional service businesses unprecedented levels of visibility into the overall health and management of their company. Serving small to medium-sized businesses in 42 countries, Accelo helps owners, managers, and service professionals succeed by providing a better way to manage client work, deliver higher quality work, and provide insight into the company's profitability.

To learn more about Accelo, **visit [accelo.com](https://www.accelo.com)**