



Managing Director's Story

William Meehan is the MD of a company that provides Accountancy and Marketing services for its clients. While it often achieves good results thanks to some talented staff and management, the business has fundamental flaws in several key areas that are crippling its growth;

1. "I'll have it for you by.... Monday. Depending." This is the kind of shot-in-the-dark that only leads to disappointed clients and frustrated managers. Without sound and reviewable workflow processes, they don't really know the answer.
2. " I expect the job to cost... this much. Probably. " This attitude can go two ways; it costs your client or your business too much. Neither is a good thing, especially if you want the client to come back.
3. " What do you mean? We've always worked like this. " Staff feel safe in their comfort zones, 'get their work done' and can't see the value of change. Attempts to implement good business processes are often mis-construed or even ignored.

These factors are serious issues for many businesses, not just William Meehan's. Left untended they will simmer beneath the surface, eating away at profits and stunting growth. Ava has been designed to put an end to these problems; or stop them developing in the first place.

Here's how.

"I'll have it for you by.... Monday." The worker that says this immediately is usually way off the mark. With all but the simplest jobs, everyone knows that this is not an accurate estimate, and therefore the quote isn't accurate either.

With Ava's workflow management functions the team can break each job down into a detailed workflow, providing information on staff assignment, task dependencies and deadlines. And this process will teach people loads of things about how they estimate jobs. You can compare what you said you would do with what was actually done and build a much more accurate picture that can be used with confidence.

Client Details - Shere Accessories. - Project Reference - Shere Stage 4

Client Time Document Processing Financial HouseKeeping Help

Active Project

Project Reference
Shere Stage 4

Clients
Shere Accessories.

Call and Message Log Add New

Date	From	To	Message
13 Aug 2008, 15:09	AVA	GH, CMG	Spec for Management Report : Can you deliver the primary research by Friday?
28 Jul 2008, 13:58	AVA	CMG, DA	Called re specification document: good to go, no n : Called re specification document: good to go, no

So for William Meehan and every other professional firm who wants to make headway in these challenging business times, the answer is to work smarter, easier, and get Ava.