Client Advocate Position Responsibility Guide

Ongoing Client Support

The Client Advocate is responsible for the ongoing accounting activities of all assigned clients. This includes technical day to day accounting duties and frequent communication with clients. Regular communication with our clients shows that we care about their business and want it to succeed. Some client interaction is contracted such as our CFO calls or cash flow projection calls and should be regularly scheduled and consistent.

1. Respond to client inquiries throughout the week within 24 hours
2. Complete all assigned bookkeeping and accounting tasks on or before the due date
3. Process payroll and ensure all payroll tax payments are accurate and submitted on time
4. Communicate with client and CFO if work cannot be completed because clients are not providing information/documents.
5. Remit sales tax filings accurately and on time
6. Communicate with clients professionally via phone, email or other agreed upon methods
7. Maintain up to date password and login information in Keeper (password management software).
8. Set clear expectations for clients when requesting information.
9. Celebrate the positive, ask questions about the negative.

Monthly

Financial Statement Close

At the end of each month the Client Advocate is responsible for ensuring that month end close tasks are completed timely and accurately within 8 business days

1. Reconcile all bank and credit card accounts and save supporting documents to client folder
2. Reconcile all balance sheet accounts with support in Master Summary spreadsheet
3. Review income statement for consistency and accuracy
4. If classes or projects are used, ensure all transactions are properly coded with nothing unspecified
5. Maintain accurate “Master Summary” spreadsheet for each client showing all work completed each month

Quarterly

Client Satisfaction

Client retention is one of the keys to success in this business so we measure client satisfaction through a Net Promoter Score system and regular surveys.

1. Review all client relationships for any new points of contact and add to Delighted (customer satisfaction software)
2. For NPS scores received below 7, discuss with CFO to attempt to remedy the situation.
3. Communicate any client complaints with CFO

Process Documentation and Efficiency

Documenting processes is key to business continuity and consistent service delivery. The CFO is responsible for ensuring processes are documented properly for every client.

1. Review Karbon documentation quarterly with CFO
2. Identify repetitive tasks that are being completed and automate wherever possible. Zapier or similar tools can be great for this.

Payroll Tax Filings

1. Complete all necessary payroll tax filings for each client
2. Reconcile payroll register to financial reports
3. Review local withholdings setup to ensure proper local taxes are withheld for all employees.
4. Prepare W-2's annually

Annually

Tax Returns

1. Prepare tax returns for review by CFO

Professional Development

The Client Advocate is responsible for completing the necessary continuing education requirements for any certifications they hold. Identify areas where specific training may be helpful and present those to management for review.

As Needed

Client Onboarding

1. Assist CFO with on-boarding new clients
2. Perform catch up accounting as necessary for new clients

Other Misc

Could include the following

1. Assist in training new team members
2. Some miscellaneous administrative duties