



HOW WE INTEGRATED QUICKBOOKS WITH A BESPOKE CRM

In this case study, we discuss how our client, a leading Financial Services firm based in Florida, grappled with manual data management due to limited system interconnectivity between their tailored CRM and QuickBooks.

KEY METRIC

The CRM-QuickBooks integration led to reduction in errors, higher efficiency, and customer satisfaction.



**Error-free financial
monitoring**

SUMMARY

In enterprises with diverse teams operating across various domains, the imperative to manage data through multiple systems can present considerable challenges. Often, the flow of data between these systems lacks seamless synchronization, necessitating manual data management due to limited interconnectivity. This scenario was precisely what our client, a prominent Financial Services firm headquartered in Florida, encountered.

Our client employed a custom-built CRM system tailored to their sales and service departments, while financial accounting operations relied on QuickBooks.

BUSINESS CHALLENGES

The sales and servicing departments relied on the CRM to manage their workflows, including client payment information, with varying schedules based on services. The accounts department manually transferred this data to QuickBooks, risking errors and scheduling issues, while the back-office servicing team also required this information, leading to challenges, potential confusion, cash flow discrepancies, and a suboptimal customer experience.

SOLUTION PROVIDED

We conducted an exhaustive analysis of these departmental processes, meticulously examining transactional procedures and data storage practices within both systems. Our findings highlighted a conspicuous gap in system interconnectivity, which we perceived as a formidable challenge to address. Prior to tackling this issue, we undertook a comprehensive study of the customized CRM solution, aiming to comprehend data flow intricacies and the seamless integration of QuickBooks' API without compromising data integrity.



**Improved functionality
due to data
synchronization**



Efficient data entry



**Error-free
financial
monitoring**

Here is the comprehensive solution devised by Nablasol:

- **Establishing Client Synchronization:** Nablasol implemented a system to link QuickBooks clients with CRM clients, generating a unique client ID that serves as a reference point in both systems.
- **Streamlining Data Entry:** To facilitate efficient data entry, a specialized tool was utilized to create QuickBooks Intuit Interchange Format (IIF) files, enabling seamless input of client information and their recurring payment schedules.
- **Real-time Payment Monitoring:** A dynamic dashboard was meticulously crafted within the CRM, providing real-time access to payment data directly sourced from QuickBooks.
- **Timely Notifications:** In the event of unsuccessful or late payments, a nightly job was established to flag payment schedules as past due in the CRM system, ensuring prompt communication with the servicing department.
- **Data Warehousing for Reporting:** A dedicated job was implemented to transmit the client payment summary, generated within QuickBooks, to a data warehouse. This enriched data repository serves reporting purposes, enhancing business insights.

IMPACT ON BUSINESS

The integration of the CRM with QuickBooks yielded the following outcomes:

- **Streamlined Accounting Processes:** By seamlessly linking client payment information from the CRM to QuickBooks, critical accounting tasks were automated, substantially mitigating the errors associated with manual data entry.
- **Enhanced Efficiency for Accounts Receivable:** The integration significantly bolstered the efficiency of the accounts receivable department, eliminating the need for constant toggling between QuickBooks and CRM.
- **Optimal Client Receivables Management:** The synchronization of data between systems facilitated superior management of client receivables, contributing to more effective financial control.