

## SurePayroll Case Study

### Dana Johnson, CPA



#### Overview

Dana Johnson, CPA, provides small businesses and high net-worth individuals in the Los Angeles area with taxation expertise that keeps them in check with Uncle Sam. But without a reliable payroll service, she was devoting too much time to activities that didn't yield her profits. With SurePayroll, she has found an online payroll solution that frees her from onboarding clients and addressing customer service questions so she can focus on profitable pursuits.

#### The Challenge

Because Dana caters to small businesses and sole proprietors in a variety of industries with diverse needs and unpredictable schedules, traditional payroll services that required a set time to fax or phone in payroll were proving a bad fit for her clients. Trying to get a straight answer from the "payroll-rep-of-the-week" when helping her clients with payroll issues and waiting for reports to be mailed cost Dana considerable time — time she needed to spend on their personal taxes and other business needs.

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One experience with a traditional payroll service tipped her over the edge. A valuable client had to cancel payroll with this provider after being promised the provider could deduct and deposit funds every paycheck for a 401(k) account. When it came time to run payroll, though, the service provider insisted only their in-house retirement savings products worked with their payroll, causing frustration for the client and damage to Dana's reputation as a trusted advisor.

"I can't work with a payroll company that promises my clients something then completely fails to deliver," Dana recalls. "It was the straw that broke the camel's back — I knew I couldn't refer that payroll company any longer."

#### The Solution

One of Dana's clients found SurePayroll when searching for an easier, more affordable way to run payroll. Dana didn't know finding a client's report could be as easy as entering a secure, password-guarded Website and simply choosing the information she needed. Most importantly, SurePayroll enrollment specialists always delivered on what they promised.

After Dana witnessed the personal service her clients received from dedicated enrollment specialists and a staff of payroll experts, she was hooked.

"When I saw SurePayroll in action, I knew it was something I wouldn't have to think about," Dana says. "And that's exactly what I needed."

Since 2006, Dana has been referring small business clients in need of an economical yet attentive payroll solution to SurePayroll. Her clients can run payroll online at their convenience and save money while doing so. And whenever they have questions, they receive informed answers from SurePayroll's U.S.-based Customer Care representatives.

## The Results

Now Dana has more time to focus on her clients' personal taxes since she's no longer troubleshooting payroll problems. Her clients get what they're promised from SurePayroll for up to 50% less than traditional fax and phone-in services' standard fees. And when she lands a new small business client interested in running payroll online and eliminating payroll tax worries, she immediately refers them to SurePayroll. Plus, she can access any of her SurePayroll clients' payroll reports at her convenience because they are securely stored online in one location.

"I've saved so much time since my SurePayroll dedicated enrollment specialist walks all of my interested clients through the sales and enrollment process," Dana explains. "And Customer Care is always there for them. It's nice to have the hand-holding."

Dana can now spend more time on her clients' personal taxes, and her clients can spend more time on business, not running payroll. "Everything about it is easy," Dana says. "And that's what everybody likes."

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## About SurePayroll

SurePayroll, The Online Alternative, is dedicated to providing a convenient and easy-to-use small business payroll service that keeps business owners in control. Over 30,000 customers rely on SurePayroll to process payroll on demand in as few as two minutes.

In addition, SurePayroll offers efficient online solutions for managing 401(k) plans, health insurance, workers' compensation, employee screening and more. For accountants and banking partners, SurePayroll provides private-label and co-branded services that enable them to offer online payroll processing to their small business clients.

The company has received numerous prestigious awards for its innovative technology, and outstanding customer service and sales teams, including recognition from *PC Magazine*, *Accounting Today*, the American Business Awards and many others. SurePayroll is a wholly owned subsidiary of Paychex.

For more information, please visit [www.surepayroll.com](http://www.surepayroll.com), call 877.954.7873, or follow us on [www.twitter.com/SurePayroll](http://www.twitter.com/SurePayroll) or [facebook.com/SurePayroll](http://facebook.com/SurePayroll).