



# WATCHFUL EYE



## Increase Client Loyalty

“The Rockefeller Corporation studied why Accounting Firm clients defect and found that the main reason a client leaves: **68% of clients change firm as they believe you do not care about them.**”

## Product focus areas to increase engagement



Advisor Menu

- Review how well your clients use Xero\MYOB
- Focus process improvements around your client's usage of Xero \ MYOB
- Highlight internal control issues
- Utilise the alerts to increase engagement and show your clients you care



**Processing Quality**  
Set goals to improve the quality of accounting processes.



**Data Integrity**  
Validate company names, physical addresses, suppliers with no bank accounts & bank account changes.



**Maps**  
Map distribution of supplier, customer & employee addresses. See records that are within 100m.



**Suppliers+Customers**  
Analyse transactions to highlight errors or transactions worth investigating further.



**Employees**  
Know employees. Load key employee information into Watchful Eye so we can analyse it against customers and suppliers.



**General Ledger**  
Understand why transactional data does not align to Benford's law.



**Alerts**  
Custom alerts & receive these directly by email on the cycle selected.



**Tickets**  
Manage the items being investigated further. Assign to different users, add notes, images & classify tickets as they are closed.

## Our Mission

To help accountants help their clients

## Our Vision

To drive quality and integrity into SMB business processes

## Helpful Links



Advisor Pricing



Advisor Menus



Free Trial

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