FloQast

CASE STUDY

How One CAS Practice Uses FloQast AI Transaction Matching to Scale Client Support

FloQast

RESULTS

37.5% Faster Project Reconciliations: Reduced monthly labor on specific bank reconciliations from eight hours down to just five hours, saving up to three hours every month.

10,000+ Transaction Rows Processed Annually: High-volume clearing account fully cleared in minutes via AI Matching.

184 Accounts Automated: Scaled automated reconciliation capabilities across a rapidly expanding CAS client base.

INDUSTRY

Professional Services / Client Accounting Services

CUSTOMER SINCE

2023

PRODUCTS USED

FloQast Close, AI Transaction Matching, Amortization & Depreciation

ERP

Multiple

ABOUT

This firm is a full-service accounting and advisory powerhouse with over a century of history. Their CAS department manages a diverse portfolio of small-to-midsize businesses with revenues up to $100 million.

Summary

For over 100 years, this prominent Top 100 accounting firm has built its reputation on deep client relationships. As its Client Accounting Services (CAS) practice grew from 25 to 65 professionals managing hundreds of clients, manual processes and a lack of standardization made it difficult to manage client work at scale. After an implementation stalled with an alternative workflow management tool due to intense backend technical complexity, the firm turned to FloQast to restore transparency, visibility, and consistency to a practice that had outgrown its legacy tools. Today, the CAS team has a clear, point-in-time view of where clients stand in the close, shifting their daily focus from manual ticking and tying to higher-value client consulting.

The Challenge for the Accounting Firm: Breaking the "Boutique" Bottleneck

Before FloQast, the Client Accounting Services (CAS) team didn't have a single way to close the books. Growing from a lean team of 25 to a sprawling group of 65, the manual processes that worked in 2018 began to fracture. Without a global system to track the status of each client job, job managers had no reliable way to know where client work stood, relying on varied to-do lists and non-standardized work papers. "Everyone tracked their to-dos differently," noted the Manager. "If someone left for vacation or maternity leave, it was incredibly hard to hand off those responsibilities".

The team needed a single system of record where every balance-sheet account had a reconciliation, every checklist rolled up to a job manager, and any accountant could pick up another's work without a week of onboarding.

> At the level we started to grow, there was just no easy way to efficiently close the month across all our clients with our manual processes. We realized the month-end close process wasn't as clean and tidy as we'd hoped. We needed to standardize the way we do our work."
>
> Manager, Client Accounting Services

How FloQast Helps: Eliminating Blind Spots and Bridging the ERP Gap with Native Connectivity

The firm's journey to modern close automation wasn't immediate; they initially trialed an alternative workflow solution, committing to a rollout and piloting with select clients. However, they soon ran into a wall: the backend ERP connectors wouldn't hold, and getting them to function in an automated, reliable way required one of the team's managers to teach herself backend database programming languages.

"That was our breaking point," she said. "When I was all of a sudden learning database code, we thought, 'Maybe this isn't what we signed up for.'"

The team quickly paused their initial implementation and approached FloQast, looking for a specialized workflow tool that featured existing API connectors to various ERPs while remaining exceptionally easy to use and implement across a large group. "We knew we had to roll this out to 60 people, so we couldn't have a solution that required a significant amount of training," explained a Manager. "Seeing how intuitive FloQast was during evaluation became a massive factor for us."

The transition prioritized ERP flexibility and AI-driven automation, which was driven by several key components:

- **Every balance sheet account** was linked to a reconciliation in a single checklist.
- **Checklists routed automatically** to the right job manager with dependency tasks that kept work moving in the right order.
- **Reconciliations imported directly** from each client's ERP, across a mixed landscape including QuickBooks Online, Sage Intact, and Xero.

FloQast's implementation team acted as true partners, helping standardize work papers and ensuring every single account had a clear, repeatable reconciliation procedure. The firm took a disciplined, phased approach based on Job Managers, establishing a centralized workflow that allowed the team to build complex matching logic for high-volume transactions using natural language rather than rigid backend code.

Once the foundation was in place, the team leaned heavily into AI Transaction Matching to handle "special project" cleanups. Staff were empowered to tackle high-volume projects using natural language to build rules for complex clearing accounts. By allowing practitioners to build logic themselves without an IT intermediary, the firm turned an administrative chore into a scalable capability.

The true power of this shift was realized during a massive clearing account project where years of unmanaged transactions had piled up.

> I pulled all of the clearing account data, 10,000 rows, and AI Transaction Matching reconciled it in minutes. It took me longer to log into their ERP and download a trial balance than it did for the AI to do the reconciliation."
>
> Manager, Client Accounting Services

The FloQast Difference: Protecting Mental Health and Powering Growth

The shift to FloQast fundamentally altered the firm's service delivery and internal culture. On specialized client projects, processing times plummeted by 37.5%, dropping from an eight-hour manual process to just five hours using automated rule matching. This immense efficiency allows the firm to pivot from routine data entry to analyzing high-risk exceptions.

Beyond speed, the centralized oversight has fundamentally restored confidence for the firm's leaders, eliminating the need to micromanage. To harness this newly structured data, the firm collaborated with its internal analytics group to pipe FloQast's tracking data into a custom Domo reporting dashboard. This allowed managers to seamlessly monitor real-time completion status and identify outstanding review tasks across more than 20 job managers without having to dig through system notifications.

"Saving time is great, but FloQast is really saving my mental health. I know where each job stands, whereas before it was much harder to tell."

Manager, Client Accounting Services

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That confidence extended directly to clients. In a standalone victory involving a legacy cleanup, a client arrived with seven years of completely unreconciled clearing account data. What would have been a "nose dive" into wasted manual hours was resolved via AI in minutes, identifying necessary write-offs and giving the client newfound peace of mind. Impressed by the security and speed AI added, the client asked the firm to turn the cleanup into a recurring quarterly engagement. What had previously been too labor-intensive to offer profitably became an entirely new revenue stream.

For all FloQast covered accounts, the practice now maintains an incredibly high state of audit and tax readiness year-round. Standardized work papers and clear sign-off documentation mean that these specific, platform-managed engagements remain beautifully organized, enabling practitioners to trade manual highlighting for advisory-level consulting. Budget-conscious clients who couldn't previously justify the cost of manual reconciliation can now be served profitably using natural language automation.

"AI Transaction Matching opened the door to clients who previously couldn't justify the cost to bring us on. Now, we can take more manual work off their plates and deliver even more value. It's expanded the type of work we can offer."

Manager, Client Accounting Services