



Client Investment

Are your clients ‘investing’ in your organisation or are you ‘investing’ in them?

Over servicing is inevitable when we want to produce the most creative and high quality work for our Clients. However, when faced with the value of this time, **how much is being given away for free?** Synergist can easily help your organisation to track the value of the time being given away using a report called ‘**Client Investment**’.

The Synergist Investment Calculation:

The difference between “Actual Recommended Charge” & “Actual Invoiced”

	Estimated cost	Actual cost	Est. rec. charge	Act. rec. charge
Staff	460.00	0.00	870.00	0.00
Materials	0.00	0.00	0.00	0.00
Purchases	1500.00	750.00	1500.00	2050.00
Total	1960.00	750.00	2370.00	2050.00

Profit / costs		Estimate	Inv'd	Actual
Quote		4370.00		4370.00
P.O.		1500.00		750.00
Gross	2870.00 66%			3620.00 83%
T&M	460.00			0.00
Net	2410.00 55%			3620.00 83%

% Complete				
Completed	<input checked="" type="checkbox"/>	By LH	Date 05/04/2017	4:15pm
Final invoiced	<input checked="" type="checkbox"/>	By LH	Date 05/04/2017	
Investment			-2320.00	
Net to invoice			0.00	
Actual profit			3620.00	

Number	Date	Amount	Recognised ...	Type
W300013	05/04/17	0.00	-250.00	Wr
LHT300035	27/09/16	1,620.00	1,620.00	lv
LHT300029	11/08/16	1,250.00	1,250.00	lv
LHT300016	14/10/14	250.00	250.00	lv

In this example, the Actual Recommended Charge is **£2050**; the actual invoiced value is **£4370**, therefore the investment calculation is a negative value of **-£2320**. This shows an additional invoiced value of **£2320 above** the Actual Recommended Charge on this particular job.

Negative Investment values indicate the Client has **paid more** than the recommended charge of the work that has been completed.

These figures can be clearly identified on the individual job and are shown on the **financial page** at both job and phase level. Investment figures are calculated at the point of creating a ‘**Final Invoice**’ or a ‘**Write off**’ transaction.



Example 1

Quoted Value	£1000	<ul style="list-style-type: none">• A job is estimated/quoted as 10 hours of work at £100 per hour
Actual Recommended charge of time	£1200	<ul style="list-style-type: none">• Actual Time recorded on timesheets is 12 hours: Recommended charge is £1200
Invoiced Value	£1000	<ul style="list-style-type: none">• Invoiced based on quote. Over run in hours is not charged for.
Investment Value	£200	<ul style="list-style-type: none">• The difference between the value Invoiced and hourly rate of the time recorded (Actual recommended charge).

Positive Investment values indicate the Client has **paid less** than the recommended charge of the work that has been completed.

Example 2

Quoted Value	£1000	<ul style="list-style-type: none">• A job is estimated/quoted as 10 hours of work at £100 per hour
Actual Recommended charge of time	£800	<ul style="list-style-type: none">• Actual Time recorded on timesheets is 8 hours: Recommended charge is £800
Invoiced Value	£1000	<ul style="list-style-type: none">• Invoiced based on quote. The job has taken less time to deliver. This 'discount' is not passed on.
Investment Value	-£200	<ul style="list-style-type: none">• The difference between the value Invoiced and hourly rate of the time recorded. (Actual recommended charge)

Negative Investment values indicate the Client has **paid more** than the recommended charge of the work that has been completed.

What about purchase orders?

The Investment figures are based on the Recommended Charge of **'actual costs'** i.e. an actual timesheet, an actual expense claim or an actual purchase order. The recommended charge of a purchase order may include a "mark up" if you have entered one on to the Purchase order screen.



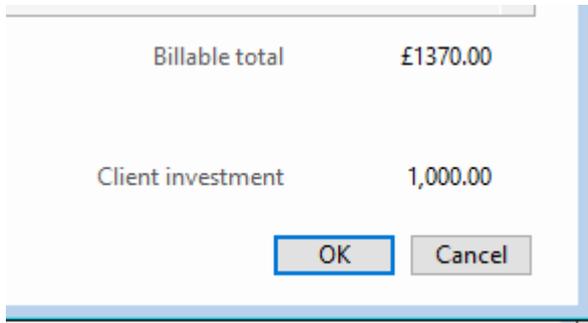
What about Pitches?

When an opportunity is marked as 'lost' if there are any costs to be written off this would be calculated as an 'investment value'. If the value of the time recorded against a pitch was written off the investment made to 'win' them as a client would be clearly displayed and could be a good indicator if they were worth winning as a client.

Client investment figures are displayed on the **quote tab** as an indicator when quoting. It is the accumulative figure for the selected client.

Client investment on the Quote Tab

The accumulative investment figure for a Client is clearly displayed below the Billable total on every quote tab (job and phase) and on the Financial Tab of the Client Record.



Turnover	2555.00
Investment o/bal	0.00
Investment	1000.00
Job prefix	TA
Default status	Company Default ▼

Have you checked Investment figures on your Clients? Do they look like this?



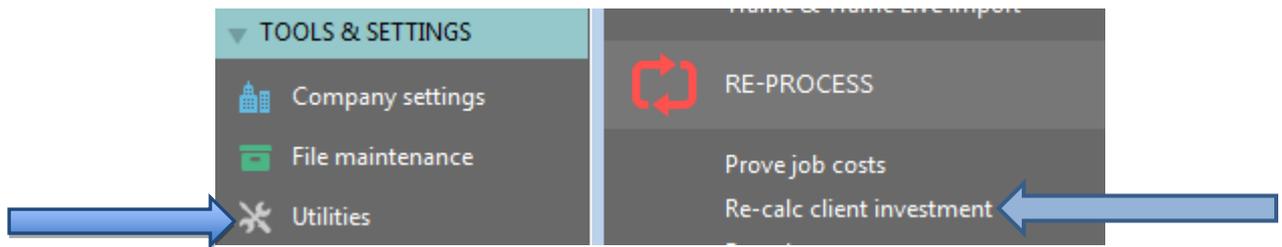
Client Investment is **accumulative** so will indicate an over or under investment in your client. One job might be completed as a 'loss leader' or time recorded to a different job to where the invoice has been raised. Reporting these figures on a Client basis gives a better indication.

As Investment figures are accumulative then it reflects all historical activity.

- Perhaps invoiced figures weren't accurate during the early months of 'Go live'
- Perhaps not all users recorded timesheets in the past.
- Perhaps charge rates weren't updated globally or at client level.

Resetting Investment figures to zero so that they can be monitored is the best way to use Client Investment Reporting. Resetting it each financial or Calendar year might also be a useful exercise.

Go to **'Tools & Settings'** and the **'Utilities Menu'** and select **'re-calculate Client Investment'**

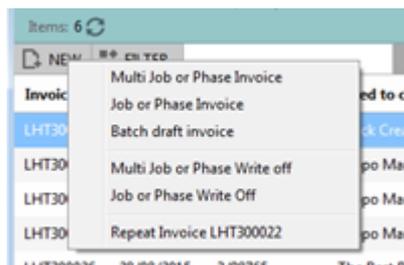


Marking a job as 'Final Invoiced' - Creating a Write off

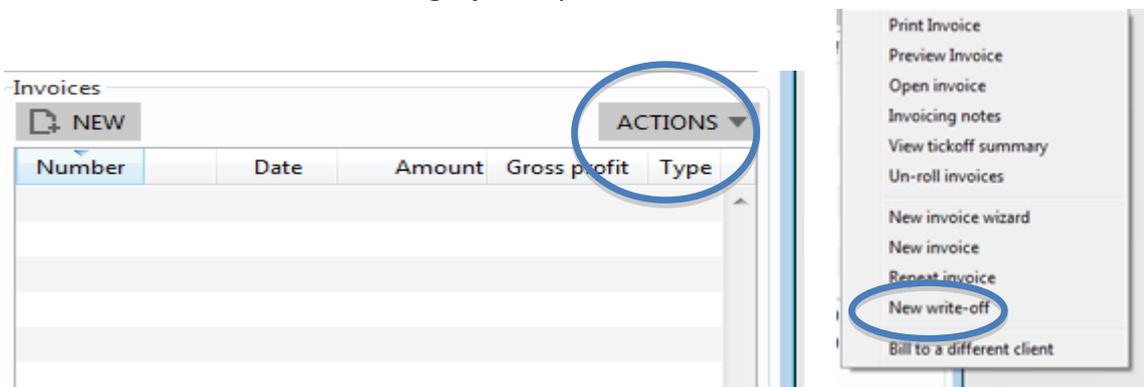
- In order for Synergist to calculate the Investment figures then the job must either be 'final invoiced' or 'written off'. See Spotlight 4 on job status for more detailed instruction on closing jobs.
- A 'write off' transaction is allocated a number, as invoices are allocated numbers, but is prefixed with a 'W'. A 'write off Invoice' is not posted to any linked accounts system.

Writing off jobs

1. Go to the invoice list screen, click on the 'NEW' button, the Multi Job or Phase Write off option here can be used for writing off multiple jobs for the same Client.



2. Alternatively go to the financial tab of a job click 'Actions', 'Add New Write off'. This will create a write off for a single job or phase.





3. The write off process continues just as with a normal invoice. This can be approved and converted to real and a 'W' prefix 'write off' invoice created.
4. The job will be marked as 'completed' and 'final'. This is not reversible.
5. Investment figures are calculated at the point of creating a 'Write off'.

Investment Reporting

Go to 'reports' and select Standard Reports. Under 'Client Analysis', select the 'Client investment report'. The date range is based on 'final invoiced date'; select the date range that you want to report on.

In the example below, the date range selected was for the last financial year, 01/01/2016 to 31/12/2016

04/04/17 4:45pm

Client investment

Phase investment based on period: **01/01/2016 to 31/12/2016**

Client code	Name	Client Investment	Phase Investment
3/BERG	Bergman Inc	-3302.50	-702.50
3/BIGPARTN	Big Partnership	775.00	0.00
3/HIPPO	Hippo Theatre Company	-2935.00	0.00
3/IDEA	Ideas for you	375.00	375.00
3/LEEDSMBC	Leeds Metropolitan Council	570.00	570.00
3/OHES	Official Housing Executive	3510.00	3510.00
3/TAW	The Agency Works Team	-2800.00	0.00
3/TAYBURN	Tayside Tourist Office	1000.00	800.00

The report shows two columns:

- Total accumulative Client investment (based on closed/final invoiced jobs)
- Phase investment: The value of investment calculated on jobs invoiced in the date range selected.

If Investment figures are reset and this report is reviewed quarterly or yearly, it is a simple method of reporting on over servicing by Client.

Please contact The Agency Works at:

clientservices@taw.co.uk or 01455 - 553246

If you wish to discuss further Investment Reporting.