



ConnectPay's personal touch and how it won over Cindy's Bookkeeping Solutions

Cindy McLaughlin, a certified professional independent bookkeeper and owner of Cindy's Bookkeeping Solutions, began her venture in business at her family's greenhouse, a business that made an impressionable 30 years on its community. Three years following her father's passing, McLaughlin and her family members decided to sell the business and she returned to school to gain her bookkeeping certification. Soon after, she started her own bookkeeping business and began providing a variety of services, from full bookkeeping to training clients to take care of their own books. Her book of business holds a variety of industries, from nursery school and book stores, to salons, spas, construction businesses and cannabis companies.

Inspired to utilize payroll services

Working for her parents, McLaughlin noted that they never worked with a payroll company. In managing books on her own – among taking care of additional responsibilities – McLaughlin was highly impressed by the services ConnectPay had to offer when she was introduced to the team by one of her clients.

She spoke of the reporting as the most impressive feature she wanted to pursue, but she also said that the user-friendly website that was so simple to talk clients through made her very interested in a partnership with ConnectPay.

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The early days of her partnership with ConnectPay

When McLaughlin started her business 10 years ago, she was initially introduced to ConnectPay by one of her first clients who was using the company's services.

"I liked how the reports work and how the company worked in general, so I decided to move forward with them," she shared. "I tend to be loyal – if I find something that works, I don't need to experiment with other things. That's how I felt when I started working with ConnectPay. The workers there make my life very easy."

McLaughlin used ConnectPay's basic handbook services in the past and continues to use bookkeeping and worker's comp today.

The benefits of a ConnectPay partnership

Working with ConnectPay has presented a variety of benefits, according to McLaughlin. The customer service and communication stick out the most, however.

"I recently gained a new client and when I talked to him today, I wasn't set up to see his payroll," she said. "I emailed my touchpoint person at

ConnectPay and they instantly contacted me. I hit send, and I had an answer. That kind of customer service is incredible."

Being connected to one Customer Service Rep (CSR) is something McLaughlin finds highly rewarding; the personal touch makes the experience more seamless.

"The fact that they assign a CSR to you is great," she said. "When I have a problem with a specific client, I can call or email that specific go-to person. Even on their busiest days, I always expect to hear from them within an hour."

While McLaughlin takes care of most of the payroll tasks, some of her clients are set up to submit their own payroll. When these clients come to her with questions, that's when she communicates with ConnectPay.

"I recently brought on more clients so there's more contact. I bring them a lot of questions and they always have the answers – and so quickly."

With a personalized experience and top-notch communication, McLaughlin is blown away by ConnectPay and is excited to continue their partnership well into the future.

