



Bellwether Bookkeeping

Bellwether Bookkeeping is a firm that provides professional services to microbusinesses. Its full-charge bookkeeping, accounting and controllership offerings are designed to be affordable for small clients without sacrificing quality. In this space, a relationship with a payroll service provider is vitally important, offering a crucial service to clients that put a premium on positive relationships. This is where ConnectPay comes in.

Experiencing payroll shortcomings

Bellwether's founder, owner and President Lisa Tugal realized that the company's previous payroll service provider was not up to its high standards. That payroll provider's service offerings for Bellwether clients often came with high price tags, and Tugal had little success in securing reductions. Furthermore, communication suffered, as the old provider could not offer a single point of contact for questions or concerns.

It was clear that something would have to change to ensure Bellwether's clients – and the firm itself – could continue to enjoy a high level of payroll processing service. The search for a new payroll processing partner was not taken

lightly, and Tugal and her company would only settle for a true improvement.

Choosing and working with ConnectPay

Bellwether's partnership with ConnectPay was sparked by a meeting between Tugal and ConnectPay's COO Drew Schildwacher at an industry gathering. Convinced that a better approach to payroll management was needed, Tugal moved Bellwether's own payroll processing operations to ConnectPay as a pilot for further engagement – the results were immediately impressive.

“I was quickly impressed with the pricing, the ease of the online interface, and the personalized service.”

Lisa Tugal
Founder, Owner and President

The online ConnectPay interface proved easy for Bellwether's team to use, and the price and personalized service – sticking points with the previous provider – were vast improvements. From that point on, all of Bellwether's clients who needed payroll services were referred to ConnectPay.

Achieving positive results from the partnership

ConnectPay has become a strategic partner in Bellwether's ongoing operations. With a single login, personnel from each company can use a third-party dashboard to manage their mutual clients. In contrast to the previous payroll service provider, ConnectPay has one service representative who serves as the main point of contact for both Bellwether staff members and the bookkeeping firm's clients.

With a strong set of synergistic working relationships, the two companies can provide unified services to meet and exceed the standards of Bellwether's small business clientele. Tugal has remained impressed with the way this connection has stayed strong over time, despite increases in scale.

One of the fears with companies increasing in scale is that rising volumes of activity will drown out the personal connection. The fact that this has not occurred in the partnership between Bellwether and ConnectPay is a major reason why the alliance has endured and remained strong. The sales and service experiences – and the interactions with a single helpful point of contact – have been consistent over time, delivering the same value now as at the beginning of the relationship. This continuity, in Tugal's words, is why Bellwether stays with ConnectPay.

“ConnectPay delivers big company performance while maintaining small company values.”

Lisa Tugal
Founder, Owner and President

