

How Expandly made a Xero Gold Champion Partner bigger and better.



Spark is intent on “getting rid of the stuffy image of accountants” by shaking up the marketplace and getting clients excited (and even passionate) about their business accounts.

They’ve been working with companies large and small for the past 5 years - helping them to understand their business, increase their profits and grow.

Part of Spark’s huge success (and enviable testimonials) is down to its use of Xero and the Xero apps that power businesses to their full potential.

So when it came to expanding their eCommerce client base, it was only natural that Spark required an intelligent solution for linking Xero to its client’s sales channels.

What Spark offers eCommerce clients?

Spark works with online retailers across the eCommerce sphere selling on Amazon, eBay, Shopify and more. Its team of smiling accountants understand the pains of selling and reporting across different sales channels, and they know how to minimise that pain by reducing the time and hassle of eCommerce accounting.



Company name
Spark

Niche
eCommerce and digital agencies

Xero status
Gold

About
Spark are accountants with passion - doing everything they can to bring accounting into the 21st century.

Website
sparkaccountants.com/

When it came to expanding their eCommerce client base, Expandly was the natural solution.

The problem

Single-channel integrations and customer service.

Spark was experiencing difficulties integrating different sales channels with Xero. Not only was there a lack of multi-channel Xero apps, but the single channel apps that did exist lacked support and reaction times. And, in the 24/7 world of eCommerce, this was a problem.

The solution

Spark needed a Xero eCommerce app that offered the sales channel integrations its clients used, with outstanding customer support that Spark could rely upon. Expandly ticked all of the boxes, specifically:

- Dedicated UK customer support and training;
- Multi-channel integrations including Shopify and Amazon; and
- A “Xero HQ-style” client account with access to all clients from one dashboard.

But, even more than that, Spark felt that they could rely on Expandly to back them up as they grew their eCommerce service and help them as they encountered new challenges.

The result

Expandly has helped Spark to efficiently and effectively integrate eCommerce clients’ sales channels with Xero to achieve:

Client growth without the pain points

With Expandly, Spark can automatically send its client’s sales orders to Xero on a daily, weekly or monthly basis.

“One client, in particular, has seen significant growth, but we haven’t felt the bookkeeping pain due to Expandly’s auto-processing,” says founding director Phil. Burnell

**Expandly
ticked the
right boxes.**

**"With
Expandly,
knowledge is
power."**

Better oversight

The Expandly HQ enables Spark to access all of its eCommerce clients' sales data from one dashboard. This makes managing eCommerce clients easier, allowing Spark to take on more clients.

"We now have one point of reference for all of our clients, which is vital when maintaining multiple client records on Xero, across several internal staff."

Real client value

Expandly's direct integration with Xero ensures that all data is accurate. And, the ability to live-push invoices to Xero allows Spark to report on real-time metrics.

"Some of the fastest-growing clients require accurate, real-time data that empowers them to manage their business. The Expandly app allows us to offer this and deliver real value to our clients.

"Within a month of setting up Expandly, we were able to offer real and meaningful insights for a client into their eBay and Amazon costs, helping them to redirect those sales to Shopify and save significant money in the process."

Business value

And, this increased efficiency and client value has enabled Spark to grow.

"We have already doubled the fee of one of our online accounts by working with Expandly, and we're looking forward to the future benefits the app can bring."

Founding director Phil's final thoughts

So, what are Phil's final thoughts?



"It's difficult to narrow down one favourite part of Expandly's Xero app. We've loved the ease of integration, user-friendly software, great customer service and their quick response times.

"It's clear that Expandly has been developed with the accountant's business model in mind, and it's easy to see how we can improve and scale our eCommerce service using Expandly."