

# Bell builds trust in the cloud



## Overview

**Fiona Bell** has been an MYOB Certified Consultant for 10 years and heads up a team of seven bookkeepers. She started moving her clients online because, "It just makes sense to have the files online - you don't have to go back and forth creating risk and safety issues," explains Fiona. However, she did encounter some resistance from her older client base who found the cloud 'scary'.

## Overcoming challenges

Fiona points out, "Overall, the experience has been good. The biggest challenge has been with some of the older generation. It has been important to reassure them about the safety measures in place online with things like two factor authentications and reminding them that if their computer crashes they haven't lost their files. Having open and honest conversations are so important."

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## Trusting it's the right move

"The fact we are able to work online and offsite as a business provides a good example to my clients on what is achievable through the cloud," says Fiona. "It's been important for me to demonstrate to my clients that in order for them to grow their business, they need to take advantage of the technology and help that is available to them. It allows them to keep up-to-date with technology and realise the efficiencies that can be achieved. Things that used to take a long time can now be done much more quickly."

## Cloud opens way to consulting

"The cloud has allowed me to see what's possible in the way of technology," says Fiona. "There has been a shift in my work and I focus more on consulting now. For example, I've been giving a client advice on how to use add-ons to increase the level of efficiency in her business."

**"The cloud has allowed me to see what's possible."**

## Bell seeks a little balance

"Moving my client base online has allowed me to try and get back the work life balance that I desire," explains Fiona. "I love the fact that I don't have to travel to work each day. I don't feel like I'm missing out on any social interaction as I talk with my staff over Skype all the time and the phone still rings with clients at the other end. I'm able to work with a larger client base simply by cutting down on travel time."

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