

Project Title - CRM (Sunsoft)enhancement in Universal Tax company Prepared by - Aditi Joshi Date - 10 June 2025

Situation

Universal Tax Company serves thousands of clients with tax preparation, filing, and compliance services. The existing CRM system is used across departments — including Sales, Onboarding, Client Service, and Compliance — to manage client data, tax documents, and communication logs.

However, as the client base has grown, the CRM has not scaled effectively:

- Data is fragmented across systems.
- Document tracking for tax forms is inefficient.
- Customer follow-ups and filing deadlines are manually managed.
- Reporting lacks automation and real-time visibility.
- Integration with accounting platforms (e.g., QuickBooks, Xero) is limited.

As a result, staff productivity is affected, compliance risks have increased, and client satisfaction has declined due to delays and communication gaps.

This situation has triggered the need for a comprehensive CRM enhancement to modernize workflows, improve data integrity, and boost overall efficiency.

Problem

The current CRM system at Universal Tax Company is no longer meeting operational needs and is creating several business challenges:



1. Inefficient Client Onboarding Process

- Manual data entry from PDF forms leads to errors and delays.
- Lack of validation rules increases back-and-forth with clients.



2. Disorganized Document Management

- Tax-related documents are scattered across local drives, email, and shared folders.
- No centralized system to track received vs. pending documents.



3. Poor Visibility into Filing Workflow

- Teams use spreadsheets or emails to track stages (e.g., “Documents Received”, “Filing in Progress”).
- No audit trail or live dashboard for case progress.



4. Lack of Integrated Communication History

- No single view of all client interactions (emails, calls, meeting notes).
- Teams spend time switching between tools to find updates.



5. Compliance and Deadline Management Risks

- Reminders and alerts for filing deadlines are managed manually.
- High risk of missing tax deadlines, leading to penalties.



6. No Real-Time Reporting or Analytics

- Management depends on manual report generation.
- No visibility into KPIs like turnaround time, case load, or SLA adherence.



7. Limited Integration with Financial Systems

- CRM does not sync with tools like Xero, QuickBooks, or internal billing systems.

- Invoicing and payment tracking is disconnected from service delivery.
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These issues collectively reduce operational efficiency, increase the risk of non-compliance, and negatively impact client satisfaction and retention.

Opportunity

Enhancing the CRM system presents a strategic opportunity for Universal Tax Company to modernize operations, improve client experience, and ensure regulatory compliance. By addressing current inefficiencies, the company can unlock multiple benefits:



1. Streamlined and Automated Onboarding

- Implementing smart online forms with validations will reduce manual effort.
- Automating client KYC and document upload can speed up onboarding by 50%.



2. Centralized Document Management

- A secure, cloud-based document repository with version control and tagging will improve organization and accessibility.
- E-signature and checklist features can help track document collection status in real-time.



3. Tax Filing Workflow Automation

- Custom workflows for tax preparation, review, and filing stages will enable end-to-end case tracking.
- Status dashboards will improve team coordination and management oversight.



4. 360° View of Client Interactions

- Integration of emails, notes, and tasks within the CRM will give a complete communication history.
- This will enhance personalized service and eliminate data silos.



5. Proactive Compliance Tracking

- Automated alerts for critical dates (e.g., filing deadlines, extension notices) will reduce missed deadlines and penalties.
- Configurable SLA reminders and escalations will strengthen regulatory adherence.



6. Real-Time Dashboards and Analytics

- Live KPIs such as turnaround time, workload distribution, and case aging can help in faster decision-making.
- Exportable reports for auditors, clients, or management can be generated with a single click.



7. Integration with Accounting and Billing Tools

- Seamless syncing with platforms like QuickBooks or Xero will ensure real-time billing and payment tracking.
- Enables full visibility from service request to revenue collection.

By leveraging these opportunities, Universal Tax Company can enhance operational efficiency, improve client satisfaction, and build a competitive advantage in the tax and compliance service market.

Purpose Statement (Goals)

The purpose of this CRM enhancement project is to analyze, select, and implement improvements to the existing CRM system to better support the unique needs of tax services. It aims to streamline client interactions, automate document handling, and enable seamless integration with accounting and tax compliance tools.

Project Objectives

1. Enhance the CRM to support tax-specific workflows and document management.
2. Automate routine client communications (e.g., reminders for tax filings, payment deadlines).
3. Integrate with external systems like accounting software and government tax portals.
4. Improve analytics and reporting for compliance tracking and client insights.
5. Strengthen data security and ensure regulatory compliance (e.g., data privacy, audit trails).

Success Criteria

- ☒ Improved availability and accuracy of client data and tax documents in the CRM.
- ☒ Reduced system downtime and faster response times for advisors and clients.
- ☒ Increased automation of tax-related workflows (e.g., automated e-filing reminders).
- ☒ Enhanced client satisfaction and reduced manual errors.

Methods/Approach

- ☒ Establish a project team including tax advisors, IT staff, and client service leads to define requirements.
- ☒ Conduct a comprehensive needs analysis, documenting tax-specific CRM needs.
- ☒ Select suitable vendors or enhancements via RFP and demonstrations.
- ☒ Develop and test CRM enhancements iteratively (Agile approach).
- ☒ Train users on new CRM features and establish a support process for adoption.
- ☒ Go live with the enhanced CRM system, with phased rollout and user feedback loops.

Resources

- People: Project team with tax advisors, CRM administrators, IT developers, and trainers.
- Time: Targeted implementation within 6–9 months, based on project scope.
- Budget: Allocated budget for CRM licenses, integrations, and training.
- Other: Engagement of third-party CRM consultants, data security audits, and technical support teams.

Risks

- ☒ Current CRM familiarity: Staff may be comfortable with existing workflows, leading to resistance to change.
- ☒ Integration challenges: Ensuring seamless data flow with external accounting and e-filing systems.
- ☒ Cost justification: Although upfront costs may be significant, long-term benefits like error reduction and faster compliance are expected to justify the investment.
- ☒ Data privacy and regulatory compliance: High priority to ensure data is secure and compliant with relevant regulations (e.g., GDPR, data localization laws).

Dependencies :

Successfully delivering the CRM enhancement project will rely on several internal and external dependencies. These dependencies must be identified and managed to avoid delays, rework, or integration failures.



1. Data Migration Readiness

- Dependency: Clean, structured, and exportable data from the existing CRM.
 - Impact: If legacy data is inconsistent or incomplete, migration will require significant cleanup efforts.
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2. Cross-Department Collaboration

- Dependency: Timely input and feedback from departments (Sales, Onboarding, Tax, Compliance, IT).
 - Impact: Delayed responses or unclear ownership can impact workflow design and UAT timelines.
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3. Third-Party Tool Integrations

- Dependency: Availability of APIs or connectors for systems like QuickBooks, Xero, Zoho Sign, or email services.
 - Impact: Any API limitations or licensing issues can delay automation and integration.
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4. Availability of Technical Resources

- Dependency: Skilled development and QA teams (internal or vendor) available during planned sprints or release phases.
 - Impact: Shortages or reallocation of resources may delay development or testing.
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5. Compliance and IT Security Approval

- Dependency: Early approval from the IT governance and compliance teams for data security, privacy, and access controls.
 - Impact: Delays in approval could block deployment or necessitate design changes.
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6. Training and Change Management

- Dependency: Scheduling of end-user training sessions and preparation of documentation (user guides, FAQs).
 - Impact: Lack of training can result in poor adoption or misuse of new CRM features.
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7. Budget and Licensing Approval

- Dependency: Final sign-off on enhancement budget, new CRM module licenses, and third-party tools.
 - Impact: Any delay in procurement or budget release can stall feature rollout.
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8. Vendor Coordination (If Outsourced)

- Dependency: Timely deliverables, demos, and testing environments from external vendors.
- Impact: Vendor overruns or communication gaps may impact the project timeline and quality.

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