

John Dovey has been a customer of Absolute Accounting Software since we started in 2010. During that time he has been a subscriber to our Integrated Accounts and Tax software and latterly the Excel VAT Filer bridging software.

Here John outlines his experience of moving to another software provider and why he has come back to Absolute.

“Having run my own practice for 20 years, in 2019 I merged with another accountancy firm. Soon after, Covid-19 took hold and everyone in my practice was working from home. The other practice wanted us to transfer to a large, well-known, accounting software provider. I was reluctant to do this for various reasons, but we were given no choice but to move to them, despite an almost five-fold increase in cost compared with Absolute.

It was a decision we instantly regretted and was a major contributory factor in me de-merging from the other practice earlier this year.

We quickly found the other software to be unnecessarily complicated and time consuming to use. I can see why it might be useful if my clients were larger companies, but our client base are predominantly small companies and sole traders. The other software was needlessly ‘belt and braces’ for an accountancy firm of our size. Just to increase wasted time costs further, we found their customer service to be slow, unreliable and we would never be able to speak to the same person twice to achieve any continuity of support. Plus, when we did raise concerns about the software or technical support, it was met with an almost arrogant attitude of “We’re the market leaders, take it or leave it.”

At the start of 2021, I took the decision to de-merge from the other accountancy practice and instantly moved back to Absolute and I haven’t looked back since. My reasons for moving back were:

- It is simple to use software for preparing final accounts.
- It is very flexible and sufficiently malleable so we can manipulate it to produce the information we need.
- The customer service is excellent, the Absolute team give you the impression that you matter, and they want to help you as quickly as possible.
- It automatically does all the iXBRL tagging for you, which makes filing very straightforward.
- Unlike other software, it does so much behind the scenes which means you don’t have to manually intervene to complete certain tasks.
- It is very responsive and allows you to add your own notes to the accounts, over and above the traditional boiler plate wording.

In my experience, the other software we had been told to use did not have much of the functionality outlined above.

In short, Absolute Integrated is a superb piece of software for small accountancy firms with clients who have simple tax and accounting needs. It’s easy to use and is great value for money. I won’t be moving to any other software provider again!”

John Dovey FCCA

[www.johndovey.co.uk](http://www.johndovey.co.uk)