Armstrong Watson
Case Study

A mid-sized accountancy firm needed to measure how newly acquired practices were integrating into the firm. The CEO previously knew all the staff but when employee numbers and locations doubled it was no longer possible to know what was happening with different geographically located offices.

The firm had backward-looking financial data but lacked previous known information of what was happening on the ground with employees.

The Challenge

CEO had lost the ability to know all the personnel in the growing organisation

Financial performance was declining within the new acquisitions

Financial performance data lacked the real-time employee sentiment information that the CEO previously knew by having all staff in one location

Something had to be done to quickly understand what was going on with the different acquisitions and locations

The Solution

The CEO heard about Tensense from a fellow accountant at an industry event and liked what they heard. The CEO brought in the Tensense solution which was implemented and owned by the firm's Head of Technology.

Two years on and the CEO uses Tensense data results at every monthly board meeting. The Head of Technology has integrated the Tensense data results into the Business Intelligence platform of the firm and has created a monthly Tensense score to highlight the overall performance of the firm.

The CEO is now able to pinpoint locations or groups of people that need attention now, before bad news shows up through the firm's financial data.

On-going Measurements and Results

✓ The CEO is on top of the business and the board is pleased with the financial results of the firm. The entire firm can be monitored by location, employee group, length of service or any specific segmentation required by the CEO

✓ Newly acquired locations/firms can be monitored immediately, enabling faster integration into the new firm

✓ Problems are discovered fast before they start to fester and become costly issues

✓ Tensense has become embedded in the firm's operations and workflows