



Customer Story: Stream Financial

“Transforming Business Owners”: our shared service philosophy

May 2022



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Overview:

Client:Stream Financial

Location(s):Halifax, NS

of Employees:18

of Clients:50+

Payworks Solutions:Payroll (since 2014)

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The Client

Founded by Keith MacArthur in 2014, Stream Financial has relieved the burden and day-to-day financial headaches of small to medium sized business across Canada. From accounting and payroll to cloud application support and financial advisory, Stream works with each of their customers to determine the best mix of services to grow and evolve their businesses.



The Challenge

When Stream Financial opened its doors in 2014, it did so with a clear goal in mind: to make accounting easy and let business owners focus on their businesses.

As described on their website, the Stream team is “a collective of knowledge, a friend to you and your business. We are the heavy lifters, the thinkers, the do-ers. Here to work, mentor, guide and listen, we are helping our Canadian business community succeed one customer at a time.”

From their hands-on approach to their “whatever it takes” focus on driving their customers’ success, Stream Financial has earned its position as a highly-trusted advisor to their customers. But in order to perform this role most effectively, Stream Financial needed experienced, knowledgeable partners of its own! Enter: Payworks.

The Solution

“In the process of managing our earliest customers’ payroll, we inherited many pre-existing systems and processes,” says Keith MacArthur, President of Stream Financial. “As our frustration built with the customer support, cost and functionality we experienced with these providers, we decided to look for a better solution... and were thrilled to find Payworks!”

Today, over 60% of Stream Financial’s customers rely on the dynamic duo of Stream and Payworks to meet



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their workforce management needs, with almost all of them leaning on Stream to directly manage their payroll with Payworks. In many cases, seeing how Payworks pays off has led these clients to further expand their engagement to Time and Absence Management, Human Resources with Applicant Tracking and more.

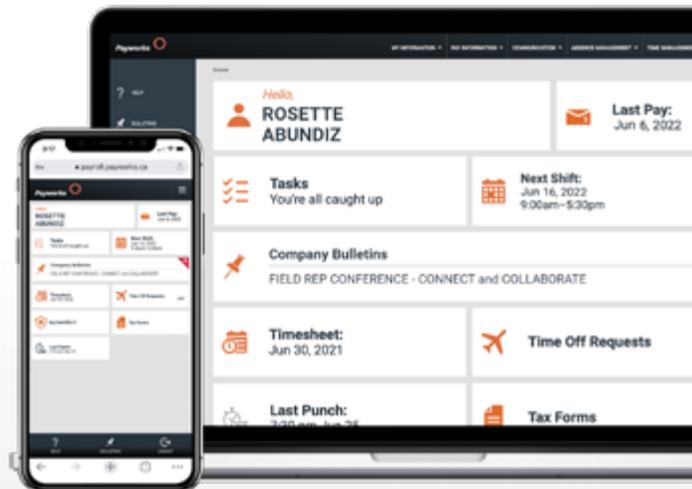
Payroll Lead Candice Best was already familiar with Payworks prior to joining the Stream team in 2016, and was thrilled to find that they were Stream Financial's payroll provider of choice (for both their own business and their customers'). "In my previous job, I was part of an implementation project that moved 20+ properties over to Payworks all at once," Candice recalls. "It was incredible how smoothly the process went. So I was already impressed before even starting with Stream!"

This first impression has been reinforced over the past several years, with Candice noting that she particularly enjoys:

- **The ease of onboarding customers:** "The training goes so well that they're well-versed within a week or two, even if they have no prior experience with a similar platform. I tell everybody 'you can trust the process - they've done this before. They'll tell you exactly what you need and don't need... it's all there.'"
- **The efficiency and functionality of reporting:** "Payworks is so user-friendly. The existing reporting options are very intuitive to our needs, and it's so easy to create basically any kind of ad hoc report you might want as well. And then once it's built, you can copy it and apply it across whichever other customer databases it might work for as well - it's a huge time-saver."
- **The integration of information across all Payworks applications:** "For 90% of my customers, I'm managing their payroll for them. So I get to see first-hand how smoothly all of the different modules 'talk to' or flow between each other. I've seen it function in so many different ways for different companies that are in different industries, and everything just works well. I've always had such a positive experience with Payworks."



With Payworks, we feel valued and that our questions are understood and respected. There's nobody making you feel like 'oh, you should already know that' - your questions are happily welcomed, and they're eager to answer them. Everybody is lovely, professional, knowledgeable and quick to respond.



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For an organization in which connection, continuity and communication is so critical, one of the biggest standouts is **the relationship with their dedicated Payworks representative**. Just as Stream Financial serves as a trusted support to their customers, so does Payworks to Stream itself.

“We have an excellent rapport with the Sales Manager in our region - he’s just amazing,” says Candice. “And he’s ensured that all of Stream’s customers are served by a single Client Service Representative (CSR), even in the cases where a new Stream customer is already a Payworks client.”

Being able to manage all of their customers’ payroll needs through one CSR has been a game-changer from a workflow perspective. “He not only knows us; he knows all our customers,” Candice explains. “And while he knows their individual unique needs, he also can spot efficiencies - like we may want to duplicate a report we used with Customer A for Customer B, or add an earning code across a group of customers, and he makes it so easy to apply our best practices across the board. I’ve had experiences in the past where you call into a toll-free line and have to start from scratch every time... it’s so much better for us that he’s familiar with our needs and we can just say ‘Hey, remember what we did in this database last week? Can we do it again for that one?’”

Ultimately, it’s the alignment of Payworks’ and Stream Financial’s service philosophies that makes the relationship such a standout. “The ongoing rapport is so important to me - being treated like you’re more than just a number,” shares Candice. “With Payworks, we feel valued and that our questions are understood and respected. There’s nobody making you feel like ‘oh, you should already know that’ - your questions are happily welcomed, and they’re eager to answer them. Everybody is lovely, professional, knowledgeable and quick to respond.”

To any other accounting and advisory services organization in Canada, Candice would say: “In my opinion, Payworks is absolutely a superior company. No matter how big or small your own company is or your customers’ companies are, they’re capable of taking care of everything, whether there are two employees on payroll or hundreds. The whole package is there with Payworks.”



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