BT) BENNETT
THRASHER LLP

*Bennett Thrasher Uses Time & Billing Intelligence
to Identify Client Growth Opportunities*

"**If someone asks a question about our clients, I go to Propense first
because it's configured our data in a way I can actually manipulate**"

- Tyler Houk, Sr. Growth & Strategy Associate

The Challenge

Bennett Thrasher, an Inside Public Accounting "Best of the Best" Top 100 Firm, is one of the largest and fastest-growing certified public accounting and consulting firms in the United States. Before partnering with Propense, the firm spent a good deal of time identifying relevant cross-sell opportunities for its clients base. Its thousands of clients spanned many industries, partners, service lines, and geographies making it difficult for the growth team to have a comprehensive understanding of all their clients and their needs.

The Solution

Propense enables Bennett Thrasher's growth teams to analyze their time and billing data to identify clients with business opportunities the firm could address. For example, the firm can now generate highly specific client lists—such as identifying each partners' single service audit clients in a specified industry with an annual revenue greater than $5M—that allow growth teams to enter collaborative BD discussions equipped with data-driven insights that support their recommendations.

After working with Propense to fine-tune its models and strategically filter recommendations, Bennett Thrasher's growth teams are able to confidently collaborate with partners to determine which services are most relevant for their clients.

About Propense

Propense analyzes a firm's time and billing and CRM data, and current events, to anticipate where the firm's clients have unmet needs and recommend services the firm should consider introducing to better support them. Propense's clients include 14 of the top 100 US accounting firms and three of the top 200 US law firms.