

Brookson Delivers Automated, Personalized Tax Advice

With Alteryx

1

Goal

"Automating the financial and tax advice being provided by our accountants, and effectively **providing real-time advice that is a capability beyond the reach of traditional accountants.**"

2

Strategy

"We recognized that we couldn't teach our traditional developers accountancy, but knew that through Alteryx, **we could get experienced accountants to execute advanced analytics.**"

3

Results

"We can now **touch more customers more frequently** with our accountants focused on advice delivery, not the underlying creation of advice."

4

Next Steps

"Focus on end-to-end automated processes to **connect all of their internal systems together**, and **continuing to move away from traditional, mundane business procedures.**"

BROOKSON

Industry
Financial Services

Department
Business Intelligence

Location
Europe

*"With Alteryx, we've become an **80% customer advisory company** and just 20% spent on bookkeeping,"*

— **Brian Milrine**
Business Strategy Director,
Brookson

Read the **full story** 

Tens of thousands of pounds saved

alteryx