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Xero HQ's beta release, the platform launched to take advantage of these tools to help expand their practices.

Dec. 05, 2016

**ONLINE
CHAT
SUPPORT**



Xero has launched an expanded **Partner Program** and **Advisor Directory** powered by an innovative Facebook Messenger chatbot service, connecting Xero's global network of more than 100, 000 business advisors with even more small businesses to help them grow.

More than 13,500 accountants and bookkeepers in 72 hours have already opted into Xero HQ's beta release, the platform launched to take advantage of these tools to help expand their practices.

“The Xero Partner Program reflects our deep commitment to helping small

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and help the advisor to be matched with the right client for their business expertise and the industries they serve.

“Xero Signals research tells us that small businesses who use an accountant grow their net profit 23% faster than those who do not,” said LaBahn. “Today, Xero is connecting over 89% of small businesses to advisors, and 29% to apps in our [App Marketplace](#) ecosystem. We know that every connection on our platform increases the success of small businesses and helps our Xero partners grow their practice.”

Xero's Advisor Directory is already a substantial source of client leads for partners, with more than 20,000 people searching the directory every month to find a financial advisor to suit their needs. Revamped to take advantage of the AWS platform and AI, the new [chatbot feature](#) will have the potential to connect millions of small businesses to advisors using social media.

“Connecting the millions of small businesses on Facebook Messenger with advisors, Xero's Chatbot, will open up a huge opportunity for the industry from within Advisor Directory,” LaBahn said. “With our chatbot, we can connect these businesses with the right advisor using Facebook messenger. For our partners, it's a seamless way to be found and will help millions of small businesses be more productive, get the advice they need to grow and create jobs.”

The Advisor Directory is also designed with new geo-sensing features to showcase partners that operate within the area the small business is situated, while other features like the sophisticated search function, detailed listings, and richer profile pages equip partners with the tools to market their businesses and grow their client base.

“With so many accountants and bookkeepers in one area, it can be hard for small businesses to find the right advisor, and for us to reach them,” said Nelson Wang,

founder of NumberWise. “The Advisor Directory helps me attract new clients, even

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tools and apps needed to connect to and manage clients better, by unlocking the insights they need to provide more advice. The Xero HQ opt-in beta release, delivers a set of new features designed to do this:

- Developers can integrate with the Xero ecosystem for small business apps and develop integrations for Xero HQ via api's coming in 2017
- Prioritise work using the activity feed to see which clients need action and when
- Drill into clients with Explorer based on industry, apps or banking relationships
- Streamline reporting with new Report Templates

Accounting

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