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tried-and-true strategy your firm can implement to win in a competitive market.

Jan. 04, 2021



The accounting industry is becoming increasingly competitive. Luckily, there is still a tried-and-true strategy your firm can implement to win in a competitive market: using technology (and specifically PBC request list management software) to create a differentiated customer experience (CX)—especially in your core services: audit, tax, advisory, and bookkeeping.

This white paper will help you understand:

- The changing competitive landscape

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