The Capacity Playbook:

What Top 200 CPA Firms Know (That You Don't)

QX ACCOUNTING SERVICES

Market Leaders in Outsourcing

qxaccounting.com

Welcome to the Playbook!

Congratulations!

By opening this playbook, you have taken the first step toward turning capacity from a constraint into a strategic advantage.

The difference between growing firms and struggling ones isn't just better marketing or more clients; it's how they manage capacity. This playbook uncovers what top 200 firms are doing differently and how you can apply the same playbook to turn your firm into a scalable, high-margin operation.

43% ↑

of the Top 200 CPA firms now use hybrid delivery models to scale profitably.

Whether you are considering outsourcing for the first time or optimizing your current approach, this playbook gives you practical clarity on how Outsourcing 3.0 is redefining firm operations and how you can leverage it to lead this shift.

In this playbook, you'll learn:

01 How top firms turned capacity into a competitive advantage

02 Why Outsourcing 3.0 is the next growth model

03 The operating shift from pyramid to diamond

04 Step-by-step FAQs to get started safely and strategically

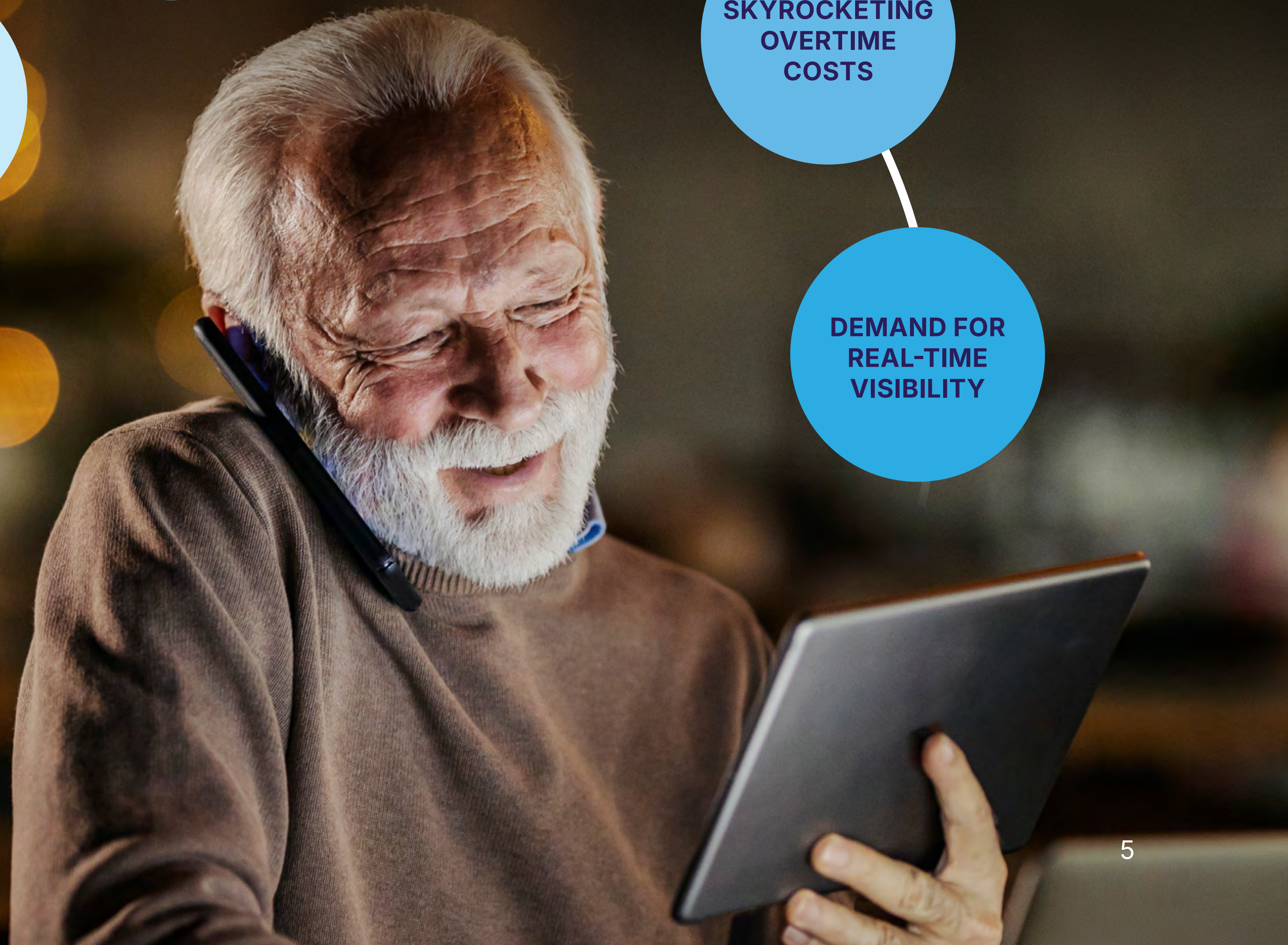
You are not here to outsource tasks. You are here to rethink how your firm scales.

Contents

You don't have a **Client Problem!**

In most CPA firms, growth used to depend on how many people they could hire, not anymore

- SHRINKING TALENT POOL
- RISING COMPENSATION COSTS
- TIGHTER TAT EXPECTATIONS
- SKYROCKETING OVERTIME COSTS
- DEMAND FOR REAL-TIME VISIBILITY



Quick Stats

53%
increase in staff costs since 2018

2–3x
rise in overtime pay since 2020

25%
higher retention among firms with client portals

Yet the firms growing the fastest aren't adding more people.

They are changing how their firm works.

Instead of seeing offshore support as a cost-saving tactic, top firms are integrating it as a strategic capacity advantage:

- A second delivery engine
- A predictable operating pattern
- A margin expansion strategy

Growth isn't a hiring challenge anymore. It's an operating model choice.

Want to see how your firm stacks up?

Request Capacity Audit

Schedule a No-Obligation Call

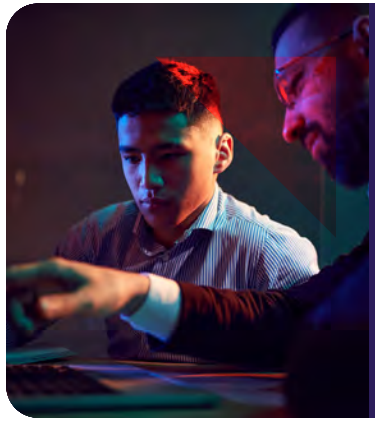
Outsourcing 3.0 - From Cost Saving to Capacity Strategy

Outsourcing used to be transactional.

Both 1.0 and 2.0 models increased capacity, yet firms remained responsible for training, oversight, and quality control. Ironically, outsourcing started draining the very capacity it promised to unlock.

How is Outsourcing 3.0 different?

Outsourcing 3.0 combines trained teams, defined processes and strong tech support. It also removes the management overhead and creates a scalable operating system. Think of it as capacity on autopilot — trained teams, tested processes, and tech doing the heavy lifting. This allows internal teams to focus on review, advisory and margin-impacting work.



A top CPA firm in Hawaii shifted to an offshore delivery model with QX, unlocking $290,000 in annual savings and expanding their global team from 6 to 19 FTEs, all in under 12 months.

Click here to see what our customers are saying!

Version	What It Was	What It Lacked	Where We Are Now
1.0 – Cost Arbitrage	Basic task offloading. Low-cost execution	Low control, zero visibility.	Outdated
2.0 – Process Outsourcing	Process-based partnerships. Improved quality and delivery.	Innovation, integration	Transitional. Still reactive. Still people-dependent.
3.0 – Strategic Co-Creation	Integrated ecosystems of trained talent, intelligent automation, and strategic insight.	-	Transformation-Driven Partnership

Why firms are choosing 3.0 over traditional outsourcing

Outsourcing 3.0 finally does what outsourcing was supposed to do; scale without management headaches.

With Outsourcing 3.0, firms get:

- Ready-to-deploy talent that plugs into existing systems
- Defined processes that reduce rework
- Tech-enabled delivery with automation and real-time dashboards
- Clear ownership and accountability on outcomes
- Predictable capacity without year-round hiring stress
- Higher margins with less internal management effort

Instead of outsourcing tasks, firms are outsourcing outcomes.

Criteria	Traditional Outsourcing	Outsourcing 3.0
Primary value	Cost reduction or fill gaps	Operating model transformation
Who manages the work	The CPA firm	The partner (complete ownership of delivery)
Dependence on firm's bandwidth	High; requires training, supervision	Low; ready-to-run teams with SOPs & SLAs
Output accountability	Task completion	Outcome ownership
Scalability	Linear; add more people	Exponential; add capacity + process + tech
Focus	Work execution	Firm-wide capacity + margin expansion
Risk	Rework, inconsistency, bottlenecks	Predictable delivery, governance, QA

A Top 350 firm reduced review hours by 37% and expanded margins by 14% in one tax season.

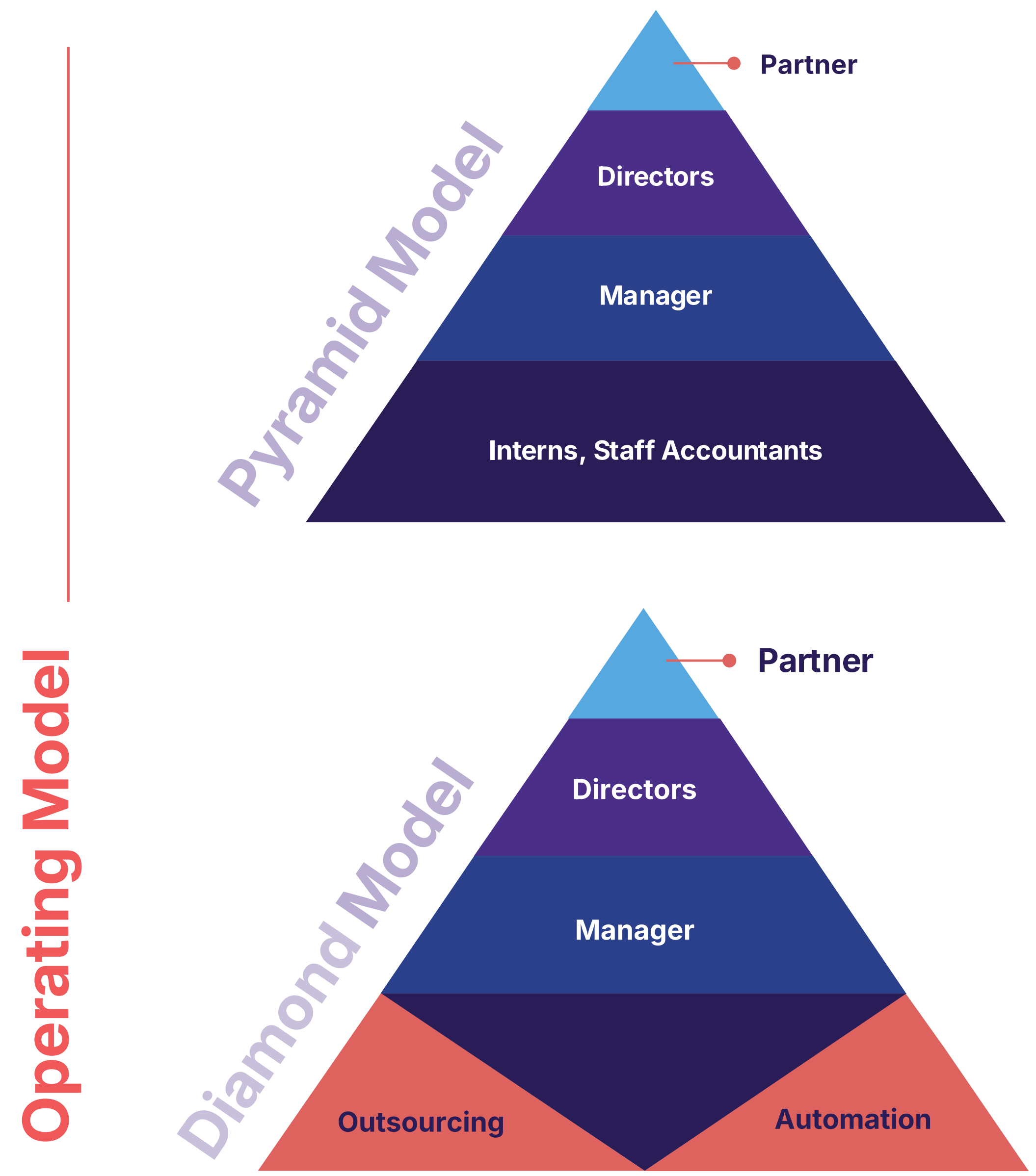
Shift in the Operating Model

The Evolution from Traditional Pyramid to Diamond Model

The traditional pyramid model assumed one thing: firms could always hire more people to support growth. That assumption no longer holds.

Talent entering the profession is declining. Attrition is rising. Automation is removing routine work.

The foundation of the pyramid is disappearing



Why Operating Model is Changing - Demographic Time Bomb & GenZ

Metrics	USA	India	Philippines
Overall Population Count	~347 million	~1.4 billion	~116 million
Average Age of Total Population	~38.5 years	~28.4 years	~25.7 years
Avg Age of CPA Partner	54 Years	NA	NA
Key Trends Accounting	75% of CPAs retiring in next 15 years	Young workforce with strong pipeline; attracting opportunity amid global shortages	Young, English-proficient talent; BPO & outsourcing drive steady demand
Gen z - Interest in Accounting Careers	Only 27% of Gen Z view accounting as an attractive career (AICPA survey)	Still a top 5 career choice	Accounting among most popular commerce careers; but accounting program enrollment down 41%, CPA test takers down 35%.
Students in Pipeline	~125,000 active CPA exam candidates (LOWEST IN 17 YEARS)	~1M+ (~850,000 ICAI students + ~130,000 ACCA students in India + ~8,000 active CPA exam candidates)	~200,000+ accounting & finance students
Perception of Profession	Seen as traditional, rules-heavy, less innovative; many prefer tech/finance/data careers	Viewed as prestigious, high-ROI career path.	Seen as reliable, global, and mobile

Forward-looking firms are shifting to a diamond model; built for scalability, not headcount.

- **Lean bottom:** global teams, automation and tech eliminate routine production work
- **Sharp top:** internal team focuses on advisory, client relationships, and revenue

Capacity is no longer tied to recruiting. It’s built into the operating system of the firm.

A top tier CPA firm with a 15-year track operating across 30+ U.S. states saved $86K annually while expanding audit scope and delivery capacity

Want to know how?

Connect with us today!

How Operating Model is Changing - Outsourcing Landscape

*Inside Public Accounting	Offshore FTE	Avg. # Of FTE	Outsource Tax Returns	Avg. # Of Tax Returns
ALL FIRMS	43%	10.7	34%	464
Over $100M	79%	143.1	41%	1,469
$50-$100M	67%	14.4	66%	1,019
$20-$50M	59%	9.7	43%	470
$10-$20M	39%	7.6	36%	240
$5-$10M	19%	3.6	19%	200
Under $5M	12%	4.5	9%	58

The numbers tell the entire story:

- 43% of accounting work is now being handled by offshore teams
- Automation can handle nearly 30% of repetitive tasks
- The optimal mix firms are targeting: 70% workload handled by automation + offshore teams, 30% internal focus on high-value activities

This shift frees internal teams to focus on what actually drives growth-client relationships, review, advisory, and strategic decision-making.

Tech-enabled Outsourcing 3.0 is redefining how firms scale. Empowering the shift from hiring to harnessing and headcount to intelligence.

Sagar Ahuja,
CEO, QX Accounting Services

Getting Started with your Global team-
A Starter Guide

Building a high performing off-shore team isn't about plugin people, it's about setting up the right operating model from Day 1. Structure, communication, and alignment matter justr as much as skill. This quick guide walks you through how we'll get there; clear expectations, smooth transitions, and the frameworks that make outsourcing actually work.

We'll bring the model.
You bring the collaboration.

The framework that sets you up for success. Here's what we will cover and build together

What We'll Set Up	Why It Matters
Operating Model	Defines structure, handoffs, governance, & workflows
QXAS Insights & Reporting	Real-time visibility into KPIs, turnaround time, & SLAs
Communication Framework	Keeps both teams aligned, accountable, & collaborative
Transition & Fitment	Ensures the right talent is mapped to the right work

Book a call today!

We run the engine.
You steer the firm.

Our team manages the day-to-day execution like workflows, reviews, automation, and delivery so that your team can redirect time to client strategy, advisory, and high-value decisions that actually grow the firm.

When you begin evaluating outsourcing, it’s natural to have a few questions. This FAQ answers the most common ones to help you start with clarity and confidence.

FAQs

The QX Outsourcing Framework

Assessment
Understanding Business Needs & Readiness

Design
Structuring the Outsourcing Model

Deployment
Implementation and Scale-up Strategy

Go Live
Governance and Continuous Optimization

How is QX enabling the shift for 350+ CPA firms

How Daniel E., a CPA firm saved $99,000 with Outsourcing 3.0

- Eliminated seasonal hires and unpredictable staffing costs
- Achieved $99,000 annual savings, without compromising quality
- Gained scalable capacity during peak season and year-round stability

Read More

How JBA CPA LLC Took On 30+ Projects Without Hiring a Single Employee

- Shifted to a lean operating model using a managed offshore team
- Eliminated bottlenecks, reduced dependency on local hiring
- Gained confidence to take on more projects and grow

Read More

How a Wine-Industry CPA Firm Scaled Faster with a Hybrid Outsourcing Model

- Adopted a hybrid onshore + offshore model to handle workload fluctuations
- Filled critical roles quickly without compromising client experience
- Strengthened delivery speed while maintaining industry standards

Read More

How a Metro CPA Firm Fixed Turnaround, Quality, and Productivity

- Provided strategic solution around client's concern for quality & accuracy
- Significantly reduced the error rate and increased productivity
- Reduced rework by standardizing processes and checkpoints

Read More

How managed FTE solutions are outperforming traditional models

Managed Solutions

Onboarding & Transition
- Client Success Program (CSP)
- Scope of Work (SOW)
- Transition methodology

Review Mechanism
- Four-eyed review
- Improved accuracy and efficiency
- Optimized output
- Internal quality checklist
- Dedicated FTE, Reviewer & POC

Reporting
- Daily status update
- Weekly job progress report
- Monthly SLA dashboard
- 24/7 Job tracking via Portal

Client Success
- Weekly / fortnightly / monthly governance calls
- Quarterly leadership connect

Feedback
- Monthly online feedback surveys
- CSAT - Half yearly feedback

We are trusted because we don’t miss on quality, timelines, or security.

20+
YEARS

350+
CPA FIRMS

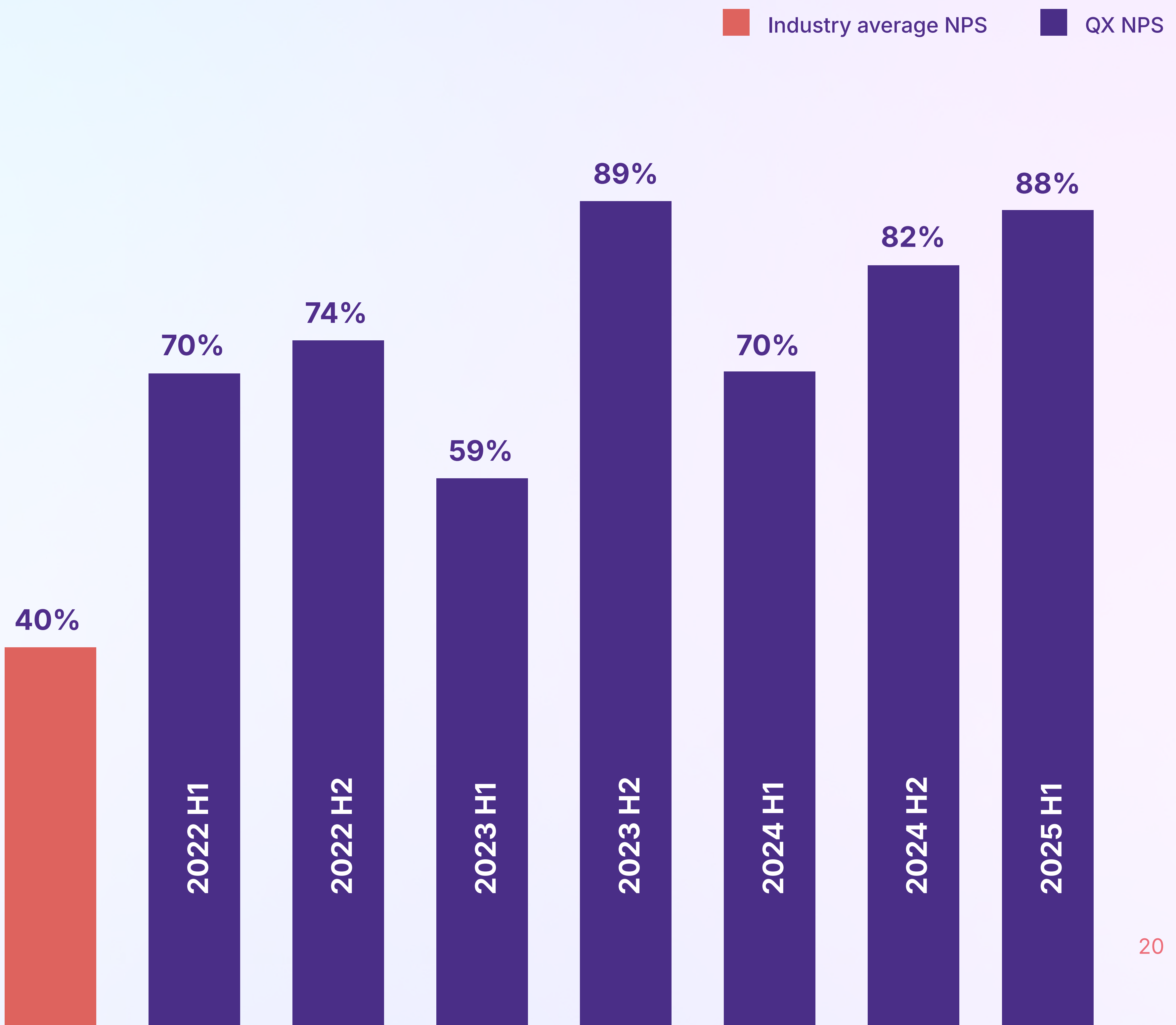
ZERO
DATA BREACHES

Our clients don’t stay just because of our promise to outperform others.
They stay because we show up, deliver, and make their work easier, every single day.

QXAS client satisfaction at a glance

Our client satisfaction continues to outperform industry benchmarks, with sustained NPS scores above 80 and CSAT scores near 96%.

88	Well above the professional services industry average (typically 40)
96%	C-SAT score Based on half-yearly client feedback surveys
85%	of our clients actively recommend QXAS
97%	clients agree QXAS adds value to their business processes

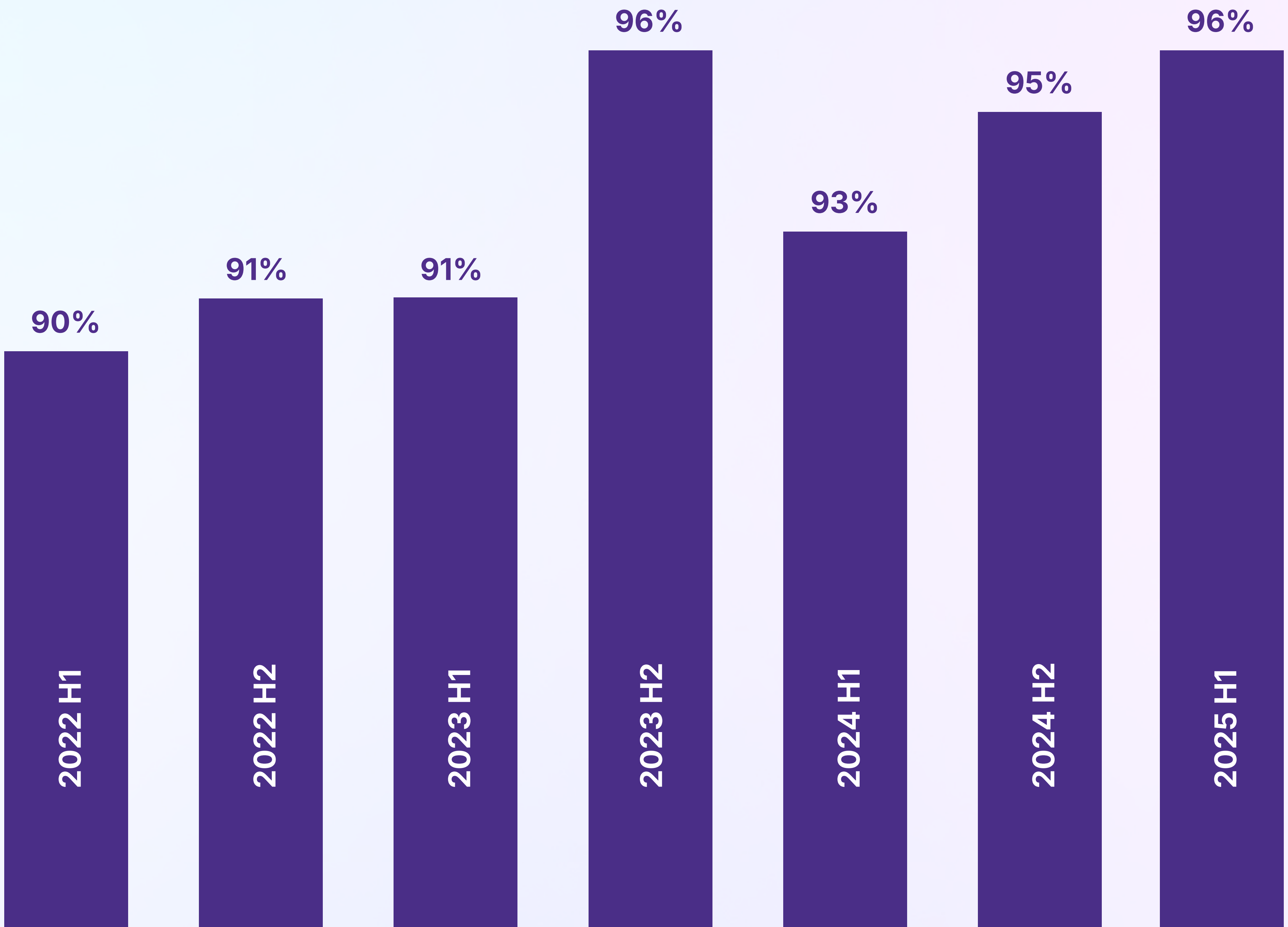


CSAT Approach

01 **Collect**
Gather client feedback through Half yearly surveys.

02 **Analyze**
Evaluate scores, and comment.

03 **Action**
Actions to address concerning feedback.



QX Differentiators

US-based leadership & client relationship team

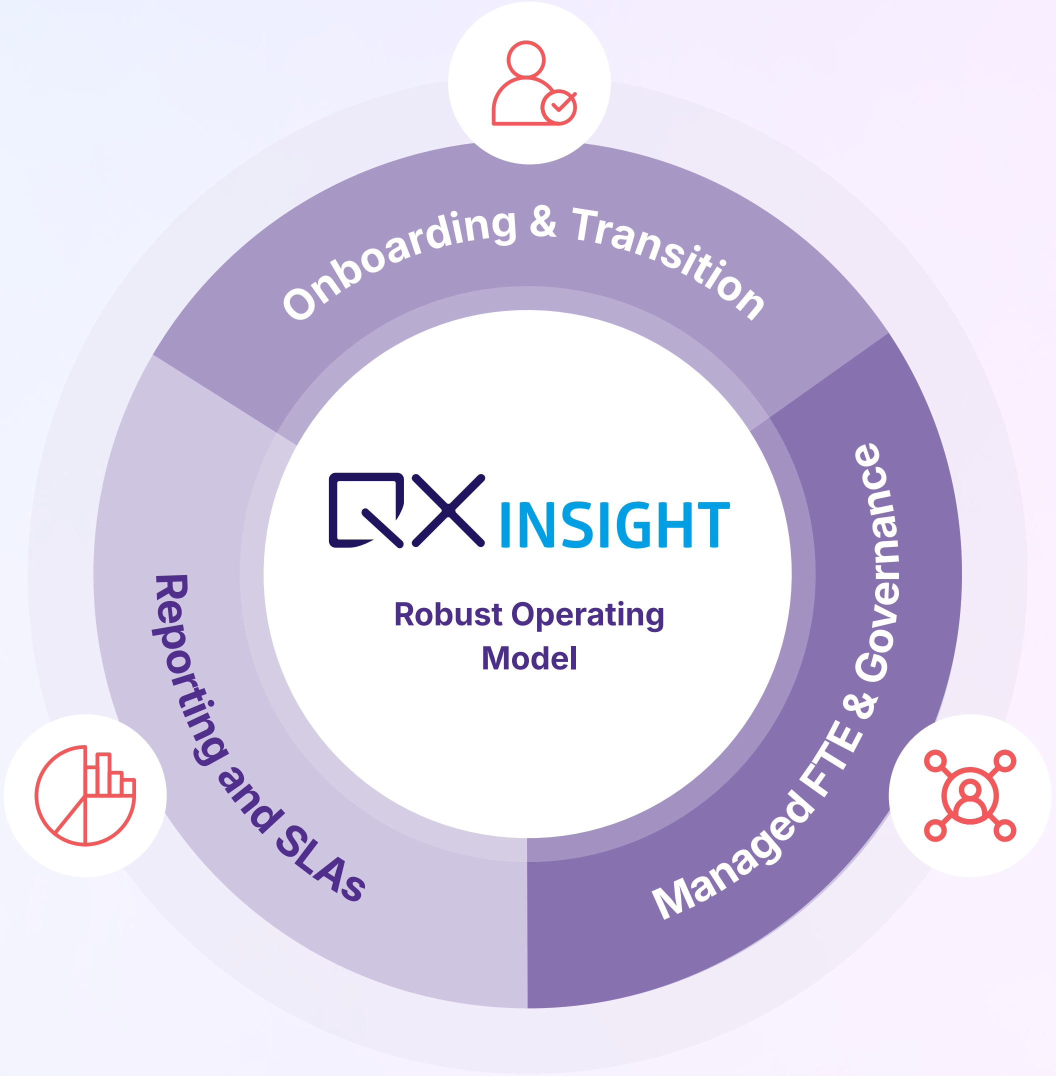
Automation and Software Integration

On-demand nearshore solution

Technology As A Service (TAAS)

Readily available US Tax, CAS & Audit experts

US time zone alignment



96% Avg. C-SAT score

Net Promoter Score: 89

(93%) customers are promotors of our services.

Want to know more about us?

Click Here

ACCOUNTING SERVICES

Market Leaders in Outsourcing

Contact:

www.qxaccounting.com

qxas@qxglobalgroup.com

+ 1 551 307 5522