

Brookson Announces Partnership With Liveperson



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Brookson, a specialist accountancy and support services provider has chosen Liveperson as a strategic partner to provide live web chat capabilities for Brookson's website.

The software allows Brookson's new business consultants to interact with prospective customers as they browse Brookson's website. Prospective customers invariably have questions on a wide variety of issues that need to be answered before making a decision about whether self employed working is for them. Self employed working may not be the best option; working through Brookson's [umbrella company](#) is a popular option. Liveperson allows consultants to expand on the guidance provided online so visitors can make an informed choice about the way of working that suits their individual needs.

With Liveperson Brookson's consultants are able to engage with prospective customers as they read the website page by page. Brookson want to make life simpler and easier for [Limited Company](#) and sole trader professionals therefore they are looking to engage in a way that best suits the individual. Some individuals prefer to chat online because it may be impractical to have a conversation at that time or it may be that online chat is their preferred method of contact.

Head of New Business, Andrew Sloan commented: "In today's climate, [self employed](#) professionals browse the internet to find accountancy services. By utilising this contact method, discussing the content as they read through the website, we are able to provide

prospective customers with a clear understanding of why Brookson is so different to the services offered by a traditional high street accountant."

This latest service improvement is another in a long line of technological enhancements to the Brookson service in recent months. Brookson's stated strategy is to "revolutionise the small business accountancy market" and the web plays a significant part in this strategy both in terms of winning new customers and servicing the needs of existing customers.

Brookson's service is ideally suited for individuals looking to set up in business, either as a [sole trader](#) or through a limited company. Business owners often require more support from their accountant than just the completion of year-end accounts and tax returns. Brookson provide a variety of online tools, such as financial statements, that keep the business owner in financial control of their business and working compliantly. Online chat complements a service that relies on clever use of the web.

LivePerson has quickly become a valuable tool for Brookson's new business consultants to make that first connection with a prospective customer.

About

Brookson

Brookson is a leading tax accountant, [IR35](#) specialist and support services provider to small business including business start ups. Brookson supports self employed people in their chosen way of working through its limited company, sole trader and umbrella company services. As a 150 strong accountancy service, managing the affairs of over 9000 customers, Brookson is committed to offering the very best service, support and advice.

Brookson's Online Navigator Money Manager portal underpins Brookson's claim to offer one of the most innovative contractor accountant services available on the UK market. Allowing clients to access their business financial information 24/7, the system has been designed to help customers run their businesses more effectively by providing up to date financial information at their finger tips.

About

LivePerson

LivePerson is a provider of online engagement solutions that facilitate real-time assistance and expert advice. Connecting businesses and experts with consumers seeking help on the Web, LivePerson's hosted

software platform creates more relevant, compelling and personalized online experiences. Every month, LivePerson's intelligent platform helps millions of people succeed online. More than 8,000 companies, including EarthLink, Hewlett-Packard, Microsoft, Qwest, and Verizon, rely on LivePerson to maximize the impact of the online channel. LivePerson is headquartered in New York City.

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