

ACCA

Implementing an integrated reporting process.



The global body for professional accountants



-7



REDUCING THE TIME WE TAKE TO ISSUE EXAM RESULTS BY ONE FULL WEEK

As a result of better and faster processes, we have been able to reduce the amount of time students have to wait for exam results.



NEW AND RENEWED GLOBAL ACCOUNTANCY PARTNERSHIPS

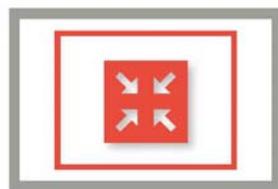
Agreements were signed in the past year with ACT (the Association of Corporate Treasurers), CGA-Canada, CIOT (the Chartered Institute of Taxation) and MICPA (the Malaysian Institute of Certified Public Accountants). ACCA now has 73 global accountancy partnerships.



10/10

BEGINNING OUR LONG-TERM MOVE TOWARDS THE E-ASSESSMENT OF ALL OUR EXAMS

2011-12 saw the early stages of ACCA's move towards delivering exams online, meeting employers' calls for greater flexibility and relevance to the current and future work environment.



CENTRALISING CONTACT FOR NINE KEY STUDENT AND MEMBER MARKETS, GIVING A GLOBALLY CONSISTENT SERVICE, BENCHMARKED TO INDUSTRY STANDARDS

Following our successful pilot in Hong Kong SAR, we have centralised transactional telephony and all email contact for direct customers in Australia, the Czech Republic, Ireland, Malaysia, New Zealand, Poland, Romania and Singapore, with all calls charged at local rates.



Launching our ten new Global Forums to give us relevant, global input into our technical agenda

In September 2011, we reinvigorated our research and technical agenda with the creation of new, international forums, bringing together expertise from all sectors around the world to tackle issues that are critical to the future of the profession and global business.



Developing the accountancy profession in Singapore

ACCA was proud to be awarded the tender by the Pro-Tem Singapore Accountancy Council to develop a new post-university professional qualification for Singapore.

77.2%



Member and student satisfaction

We have maintained a high level of overall customer satisfaction, with scores remaining consistent with results for 2010-11.



70% MEMBERS

75% STUDENTS



24/7

Improving our digital offerings, making us much easier to do business with online

Sustained investment in customer service over the past 12 months has seen customer service and IT Service Level Agreements reached and the online customer experience improved. 75% of students and 70% of members now say that ACCA is easy to do business with online.

ACCA CONNECT, OUR GLOBAL CONTACT CENTRE, NOW OPERATING 24/7, 365

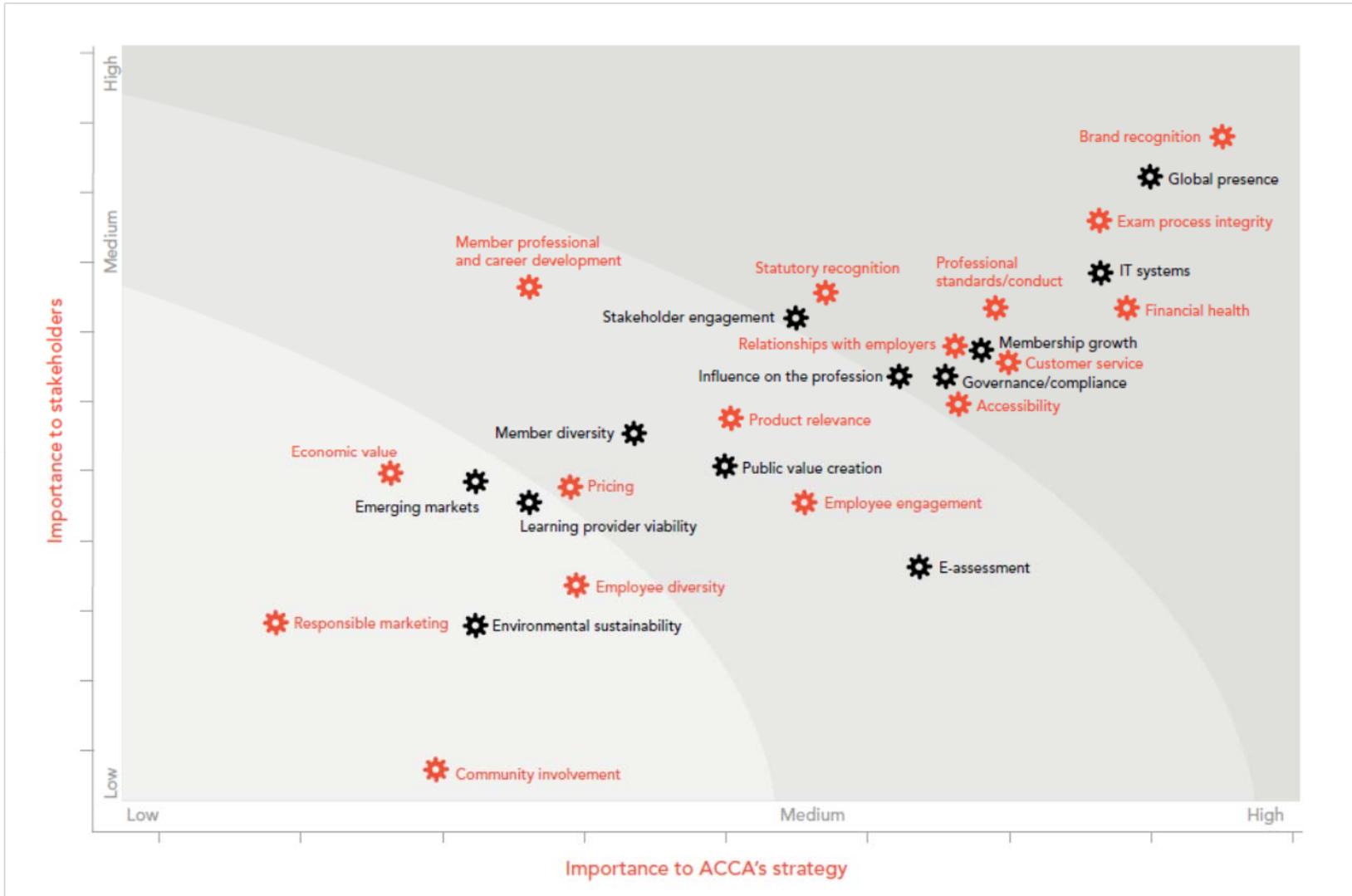
IN SEPTEMBER 2011, ACCA BECAME THE FIRST PROFESSIONAL ACCOUNTANCY BODY TO PROVIDE THIS ROUND-THE-CLOCK CONTACT SERVICE.

More overleaf >

WHAT WE DID DIFFERENTLY:

- joined the IIRC Pilot Programme business network
- created cross-functional steering group
- materiality analysis
- stakeholder engagement work

MATERIALITY



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THE GROUNDWORK WE RELIED ON:

- corporate strategy
- integration and cascade of the above
- integration: what we report on **is** what we use to run the organisation

CHALLENGES

- Fitting it all together – financial and CSR statements
- Keeping it short
- Improving risk reporting

BENEFITS

- Showcases strategy
- Alignment of internal to external reporting
- Journey to enhanced transparency
- Learning from pilot programme

DEMONSTRATING VALUE



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Questions?

ACCA