

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.



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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

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.



24/7

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

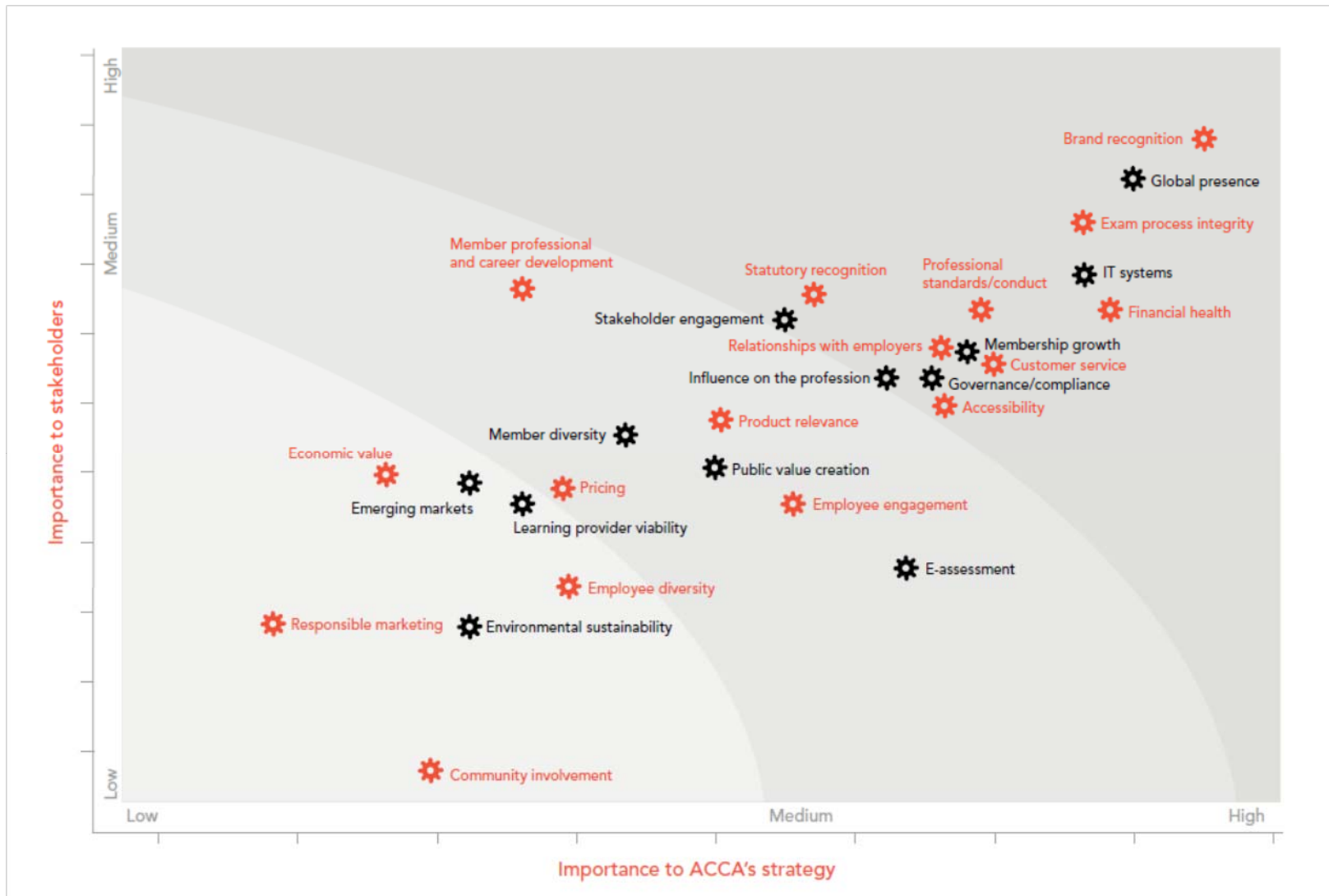
IN SEPTEMBER 2011, ACCA BECAME THE
FIRST PROFESSIONAL ACCOUNTANCY
BODY TO PROVIDE THIS ROUND-THE-
CLOCK CONTACT SERVICE.

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