

Creating a confident workforce with accountingcpd

Summary

Finding finance-specific online learning was the challenge facing Yusen Logistics (UK). As a global logistics company, it was keen to invest in its team to boost people's confidence and keep them up to date with the latest regulations & standards. Fortunately for them, they were pointed in the direction of accountingcpd.

The Company

Yusen Logistics was founded in 1955 in Japan and has since developed into a global supply chain logistics company operating in more than 595 distribution centres and offices in 47 countries and regions.

Yusen Logistics (UK) offers complete supply chain solutions utilising high quality infrastructure, modern facilities and proven I.T. systems to meet and exceed the expectations of its customers in the automotive, aerospace, retail, healthcare, technology and food industries.

Their Objectives

Yusen Logistics (UK) Finance Director, John Fern, saw a need for finance specific training.

The company has a Learning & Development team, but the focus was on management and development courses more generally. "We weren't quite up to speed on where we wanted to be in terms of finance regulation changes and what the standards were saying" said Rob Walker, Head of Business Intelligence and a member of ACCA.

Hearing about accountingcpd through the ACCA, Rob contacted us looking for learning to help the finance team develop technical finance knowledge. A key requirement was it needed to be online, constantly evolving and regularly updated.

"I would 100% recommend accountingcpd to other organisations and finance directors. The product and the service has been first class. Working through the learning will make the team all-round better accountants and finance individuals. A big part of learning and CPD is getting insight and then taking your new knowledge and sharing it with people. It definitely helps me in all the levels I operate on."

John Fern, Finance Director

How accountingcpd helped

After a demo of the platform, the management team were satisfied that accountingcpd met the criteria for up to date, finance specific learning that could be accessed by the team when they needed it.

The team were provided with access and, encouraged by accountingcpd, the management team chose to make The Accountant's Update Programme mandatory. As the content is written and released on a monthly basis, it ensures everyone is kept informed and up to date on key accounting topics as they happen.

● Building the future

Yusen Logistics has found that working through the Programme as a team has generated interesting conversations around topics in ways the organisation hadn't considered before, including MTD, cloud computing and revenue recognition, and has subsequently brought change in these areas.



It's made us re-evaluate the way we report and challenged assumptions. The learning sparked wider conversations in the department.

- Rob Walker

"Having accountingcpd bring new ideas to the table is really good. It opens your eyes to different ways of working and gets the cogs in your brain going about changes you could introduce into the workplace. A huge thing at Yusen Logistics is moving towards digitisation and accountingcpd helps with that too."

Emma Allwood, Finance Business Partner (Central)



"accountingcpd is a great help. It shows the company is willing to invest in us. We have 24/7 access so we can learn whenever we want. This investment makes me want to stay with the company. If I went to a job interview and was told they provided CPD with accountingcpd, I would definitely see it as a good thing."

Tomoko Ueta

Financial Accounts Manager





“accountingcpd is another way to say we don’t just talk about investing in our people, we demonstrate this is what we do. It’s a long-term commitment to provide training and support that we hope will become intrinsic to the finance team.”

Rob Walker, Head of Business Intelligence

● The Benefits

Providing CPD helps the team perform better in their jobs. Ultimately, access to the accountingcpd platform improves confidence by giving employees better training and better support.

It helps from a recruitment perspective too. Yusen are demonstrating that they don’t just talk about investing in their people, they do it. It’s helped create a stronger finance team who are aware of changing regulations and proactive about their development.

● Help your team grow with accountingcpd.net

This case study shows just one way in which accountingcpd.net team subscriptions can work. We understand that every organisation is unique, which is why we work with all team subscribers to implement the engagement tools and communications that will help them grow, develop and retain their accounting and finance teams.

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“There are always things that come up where you’re second guessing yourself and your understanding. Having accountingcpd there gives you the ability to get support digitally, to help you be confident in yourself and your approach to things.”

Emma Allwood

Finance Business Partner (Central)