

Simple, Delightful, Trustworthy, Innovative, Genuine, Smart

Simple

Given that the small business experience is fraught with challenge and complexity, simplicity is a vehicle for efficiency and respite to ourselves and the entrepreneurs we serve. Through words, products, and process, we remove distraction and reduce complex ideas to their essential form, allowing a clear perspective to emerge on what is typically an overwhelming field.

Delightful

The thought of bookkeeping wouldn't usually put a spring in someone's step—but what if it did? At Bench, delight is in the detail. From the smallest customer interaction, to effective interface design, the desire to delight our customers is baked into all aspects of our service. Our end goal? To inspire joy in what would typically be considered a mundane experience.

Trustworthy

Clients trust us with the inner workings of their business and their financial status—information they may never share with employees or their significant other. Maintaining this trust is a barometer for the way we, conduct ourselves. It helps us balance our relatable, laid-back nature, with the need to maintain professionalism, security, confidentiality, and trust, at all times.

Innovative

The work we do should always be a challenge to the work that has come before. That's why we invest our time and energy in the best technology, the best design, the best product, and the best service. With every step we take, we're moving forward. From one "what if" to the next.

Genuine

Robots are smart, but they don't make for great company. Humans helping humans. We're proud of the fact that the most important work done at Bench is done by human beings. Even when we're discussing financial data or software updates, Bench never loses sight of—or hides—the fact that we are real people, here to help real people.

Smart

Providing the smartest possible solution across all aspects of the Bench experience takes time. And indeed, smart thinking often remains unspoken—but its impact is always felt and enjoyed by others. Indeed, smart thinking is undeniably one of the smartest ways we can grow our business while helping others to do the same.

We **simplify** complex ideas to their essential form, and create **delightful** experiences that turn the mundane into the memorable. We create a **genuine** connection with our audience, and never compromise the **trust** we have established. We question why things are done, to drive our ideas further and craft **innovative** solutions. Through **smart** thinking and design, we help people grow.