

Bookkeepers Bet on Digital to Fuel Big Growth in 2022

Clients are relying on bookkeepers as a lifeline now more than ever – from helping with PPP loans, to digitizing processes, to providing cash flow analysis.

Ample opportunity is ahead, and bookkeepers are up to the task.



New Client Needs Result in New Opportunities

Addressing Clients' Top 3 Challenges

- 40% – Keeping their business open
- 27% – Increasing costs
- 17% – Employee recruitment / retention



84%

of bookkeepers expect a revenue increase this year

37%

forecast **significant** revenue increases

Making the Grade on Digital

Bookkeepers give themselves a **6.7/10** on digital transformation: strengths in cloud adoption but more quick wins ahead in removing paper-based processes.

Despite **76%** currently use cloud computing and **59%** automation, **40%** of bookkeepers still printing and mailing checks



32%

of bookkeepers deploy data analytics

Another **29%**

plan to add the capability within the next year

Demand for advisory services drives New Talent Needs and ROI

Among bookkeepers already providing advisory services,

85%

expect **significant** revenue growth



69%

plan to add to their staff this year

50%

will invest more in training and upskilling

24%

will hire staff with nontraditional skills



57%

expect to offer more advisory services



56%

expect to provide more technology-enabled services



20%

want to spend more time on client analysis and strategic content

For more, view the full report: [2021 State of Bookkeeping Practices: Bookkeeping Rebooted](#)

Survey Methodology

Bill.com's 3rd edition of the Bookkeeping Survey polled nearly 600 bookkeepers and accountants in the Summer of 2021 to determine their priorities for growth and emerging challenges for the year ahead.

About Bill.com

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