

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

happy. Here are three trends to know for the coming year.

**Nellie Akalp** • Dec. 22, 2021



What will your clients want from your accounting firm in 2022? Even as the country continues to deal with the coronavirus pandemic, most indications point to a new year filled with change and opportunity. Firms willing to adopt new technologies and prioritize employee and client experiences will be in an ideal position to attract new clients and keep current clients happy. Here are three trends to know for the coming year.

## Trend 1: The Great Resignation

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

stable workforce, clients may experience longer wait times for services and have to work with unfamiliar faces. CPA firms must project an image of trust and stability, so when a company has consistent turnover, it signals your customers something may be wrong in the organization.

It will still be challenging for CPA firms to find and retain talent, but understanding the employee mindset helps. Your employees want:

- **Flexible work schedules.** Working from home is hard to give up after months of spending more time with family and not having to commute. Offering a hybrid work environment (working in the office for part of the week and working remotely for the rest) or permanently letting employees work from home may help keep talent from seeking greener pastures.
- **Skills training.** Many surveys of employees show they often felt stuck in place. One way to help is by offering them skills training to improve their work experience and knowledge. Called “upskilling” in a [PwC Global report](#), a survey shows 77% of respondents want their employers to offer ongoing programs that develop their skills and abilities.
- **Engagement.** A recent [Gallup poll](#) found 74% of disengaged workers were either actively looking or keeping their options open for new work. The message is clear: Keep employees engaged or lose them to another firm. Because what engages employees varies by the individual, the solution is to ask and understand each staff member’s motivation. Regular one-on-one conversations about what employees expect and want from their positions show them you value their worth and are willing to make changes to keep them around.

## Trend 2: Digital Solutions

The last couple of years has necessitated consumers and business alike to embrace, or at least accept, digital solutions for more transactions, including accounting services.

From cloud-based accounting programs to e-signatures, customers expect their

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

- **Security remains a concern.** Increased technological communication and the transfer of data over cyberspace naturally create additional security fears within and outside the organization. *CPA Practice Advisor* predicts in 2022, we'll see [increased outsourcing of tech security](#) to experts, such as managed security services (MSS) and cloud providers with advanced security resources and tools.
- **Increase accounting automation.** According to a [2020 World Economic Forum report](#), the need for bookkeeping and data entry tasks will decrease as accounting automation usage increases. However, on the positive side, firms that adopt automation solutions have more time to devote to offering other services to their clients, such as personal financial advice and creative solutions for business customers. In addition, automation saves CPA firms on internal costs, making the firm more competitive.

### Trend 3: Customer Experience

As expected, the endeavor to improve customer experience is here to stay and even more critical in an uncertain economic environment ready for something different. Consumers forced to change old habits found new resources and new companies to patronize, so the atmosphere is ripe for customer acquisition. Especially in the accounting sector, an outstanding customer experience must be reliable, intuitive, cohesive, and tailored to each client.

- **Expand niches.** The days of general financial advice are long gone. Referral-based marketing works well, especially when targeting clients in similar industries or with like financial circumstances. Your firm benefits by serving new niche markets, and customers benefit from the firm's expert advice and experience.
- **Add new services.** Creating new offers grows your firm by diversifying services when the need arises. Clients appreciate knowing their accounting firm is up on the latest trends, so be sure to be proactive in adding services instead of reactive.

For example, offering customers checklists or helping them determine which

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

we're happy to help you, and we'll do our best to solve your problem.

=====

*Nellie Akalp is a passionate entrepreneur, business expert, and mother of four. She is the CEO of [CorpNet.com](#), a trusted resource and service provider for business incorporation, LLC filings, and corporate compliance services in all 50 states. Nellie and her team recently launched a partner program for accountants, lawyers, and business professionals to help them streamline the business incorporation and compliance process for their clients.*

Accounting • Benefits • Firm Management • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved