

# Ravical

▶▶ Whitepaper ◀◀

## Accounting in the age of AI

# Foreword



Over the past 50 years, technology has continually transformed how businesses operate, driving ever greater gains in productivity and value creation. From the personal computer and spreadsheets to the internet and cloud platforms, each wave of innovation has pushed accounting forward.

Today, the profession stands at the foothills of what may be its most significant shift yet as the world enters the era of artificial intelligence.

However, while all practitioners will be curious about AI, understandably many lack the certainty and knowledge to define their own strategy with confidence. This report has been designed to address this need by uncovering attitudes and insights from fellow practitioners, both from firms already working hard to drive AI adoption in their firms, as well as those beginning their journey from the sidelines.

I hope you enjoy reading this report, and I would encourage you to engage with the findings and share your thoughts.

Gary Turner, Technology Investor

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# Executive Summary

**64%**

*of clients turn to ChatGPT before accountants*

**65%**

*recognise responsibility to help clients adopt AI safely and effectively*

**42%**

*struggle to meet rising client expectations*

**87%**

*report having stretched resources*

**54%**

*forced to review or correct ChatGPT-generated advice*

**21%**

*report resistance to change as biggest barrier to upskilling*

AI is reshaping the accounting profession – streamlining operations, enhancing client service and redefining the value firms can offer. Yet for many, the pace of change is creating a fundamental problem: the potential is clear, but the path forward is not.

Despite growing curiosity, and a knowledge that they need to embrace AI, some firms are struggling to move forward at pace, meaning they sit on the periphery. At the same time, attitudes towards AI continue to vary. Uncertainty remains around how AI and the advisor are meant to coexist. But the picture is growing clearer. In the future, the accountant's value will lie not in processing information, but in applying judgement, adding context and building trust.

It is not simply about removing mundane tasks, but about delivering better quality work for clients. In an always-on, always-connected environment, this report shows how AI will unlock new levels of professionalism – enabling advisors to offer broader, proactive and more strategic advice.

This is the future Ravical is building – a shared space where advisors and clients work side by side with AI.

## ▶ Methodology ◀

The research was conducted by Censuswide, among a sample of 500 decision makers within UK accounting firms employing at least 30+ people. The data was collected in September 2025.



**01**



**Clients are accelerating AI adoption in accounting**

# Clients are accelerating AI adoption in accounting

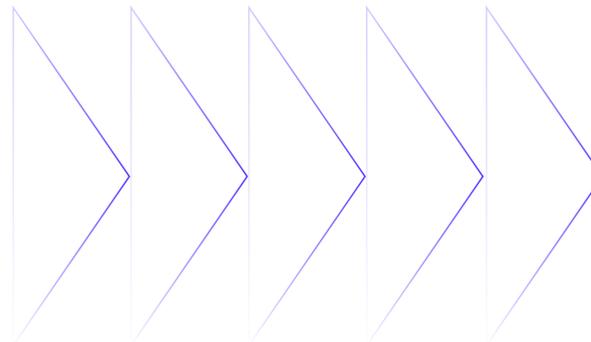
# 54%

*of accounting firms have had to review or correct ChatGPT-generated advice they have received from clients.*

AI's prominence in the accounting industry is increasing ten-fold, but it's not the firms that are standing at the helm. It's a reality driven by clients themselves. AI is already a popular discussion point between accountants and their clients. Clients are bringing pointed questions to the table, including 'how are you using AI to add value?' (63%) and 'could AI replace your services, or even accountants in general?' (51%).

But this trend goes beyond words and into their actions as well. Businesses are arriving with their own AI-generated outputs, with over half (54%) of firms reporting they are occasionally required to review or correct ChatGPT-generated advice they have received from clients, while 20% frequently have to correct it and report that some advice from AI has been misleading or incorrect.

This is not isolated behaviour, as seen by nearly half (45%) of firms reporting that a significant share (26-50%) of their clients are already using AI in some way for tasks that accountants have traditionally handled.



## ▶▶ The current uses of AI within businesses are:

Asking general financial questions to tools like ChatGPT	64%
Financial planning and forecasting	59%
Bookkeeping and data entry	54%
Tax preparation and calculations	53%
Invoice and expense automation	46%
Compliance checks	43%

## Two-thirds of clients now turn to ChatGPT before their accountant.

Perhaps more critically, four in 10 (39%) businesses are using AI to challenge and/or validate accountant advice. This has forced firms to reposition themselves, not as gatekeepers of knowledge, but as interpreters, advisors and AI enablers.

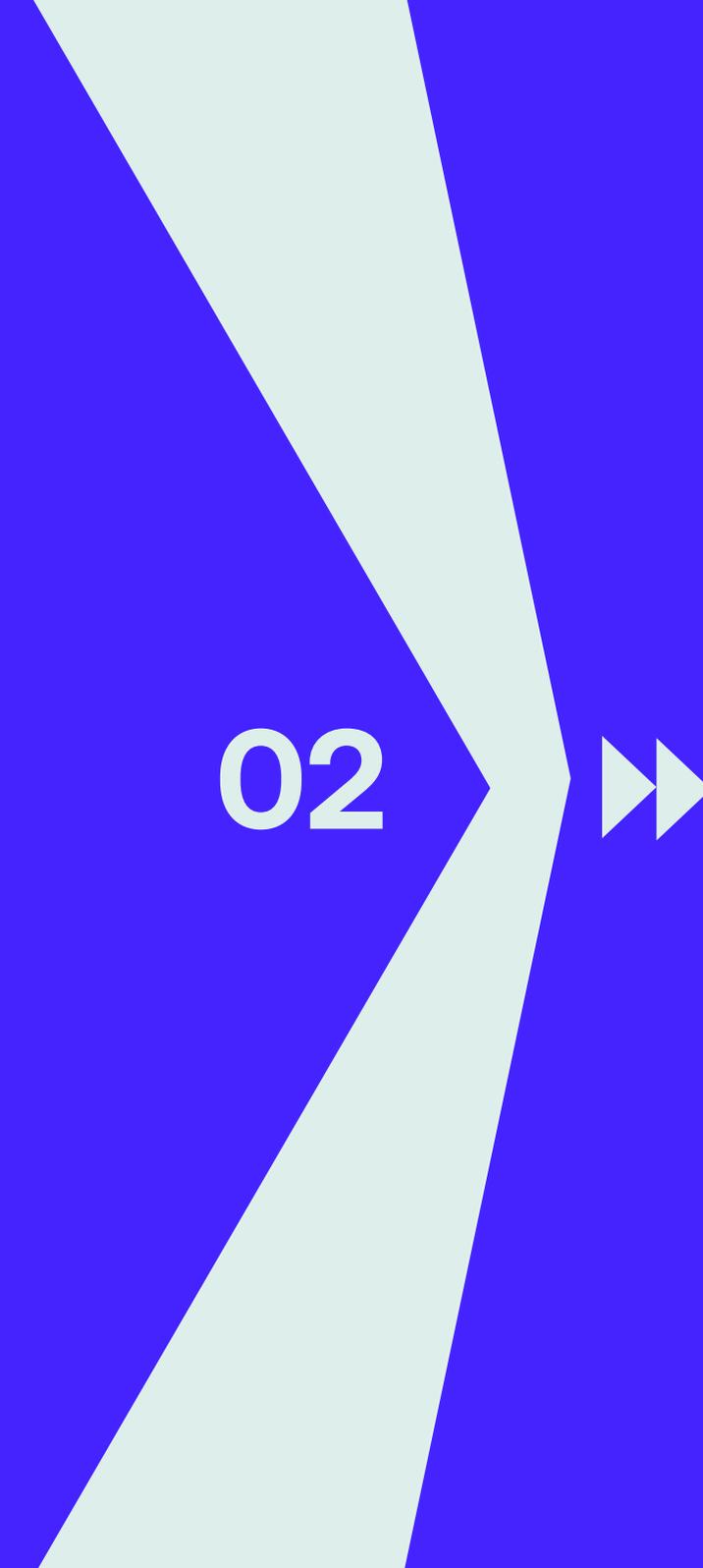
This shift is just one part of a wider trend. Client expectations are rising, driven by the rapid pace of technological change and the constant emergence of new tools and regulations. For firms, this creates both a threat and an opportunity. On one hand, they must frequently correct AI-generated guidance that clients bring to them, which is sometimes misleading or incomplete. On the other, it's a chance to redefine their role.

But in order for that to happen, we need to see greater alignment across accounting firms. According to 53% of respondents, it's the technology leads within practices that are driving implementation, while executive teams trail behind in proactive encouragement.

And it's easy to see why concern may remain. AI is powerful, but without being connected to the right systems or guided by experts, clients may be misled, go on to make poor decisions and ultimately fail to benefit. The worst-case scenario is accounting firms make costly errors that result in damaging consequences for their client base, making the need for a strategic, human-centred approach to AI more critical than ever.

**“Businesses are bringing AI to their accountants, not the other way round. That introduces risks when advice is wrong or misleading – but it also presents a huge opportunity for the profession.”**

**Joris Van Der Gucht,  
Co-founder and CEO of Ravical**



02

**The impact on  
accountants**

# The impact on accountants

The accountancy profession is on the brink of a skills overhaul. Nearly half (46%) of firms believe there will be a significant shift in accountants' skills, where many current capabilities will become less relevant. Nearly a quarter (23%) foresee a complete transformation where new expertise will be required to, at the very least, survive.

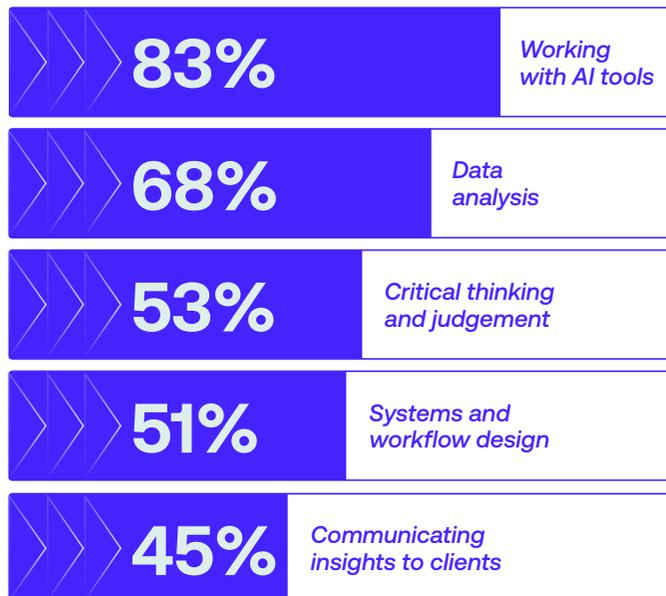
To stay relevant, accountants must develop new capabilities that go beyond what was considered their typical role, from managing AI systems to guiding clients through their use.

It's interesting that technical expertise in tax or audit is no longer seen as the main marker of value. Instead, accountants themselves put fluency with AI tools and data analysis at the top of the future skillset, backed by human attributes like critical thinking and client communication.

What's perhaps more striking is that firms feel ready for this shift, with almost all (96%) saying they are prepared, and half (49%) believing they are very well prepared.

Despite this confidence, accountants across the board report fairly significant challenges to developing these skills internally. And the real stumbling block is not competence but culture. According to a fifth of accountants (21%), an internal resistance to change is the biggest barrier.

## The top skills accountants expect to grow in importance are:



## ► Biggest barriers to upskilling



The next generation of accountants may already have the technical and digital foundations they need, but firms must lead their people through the mindset shift that allows those skills to be applied with confidence.

This starts with embracing the inevitable role that AI will play and proactively deploying this technology to stay relevant. Many accounting firms are already taking steps to maintaining their value proposition as their clients ramp up their own AI usage. Seven in 10 (70%) are now exploring how AI enhance their own services, with 68% having already made investments in AI tools for internal use.

The profession is learning to share the driver's seat with AI, but with the understanding that the advisory ethos of the firm must shape its destination.



**03**



## AI and the role of the advisor

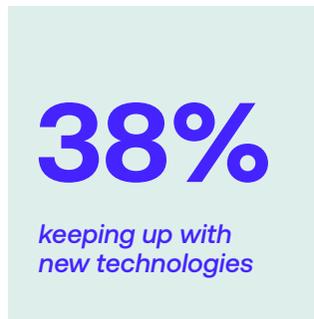
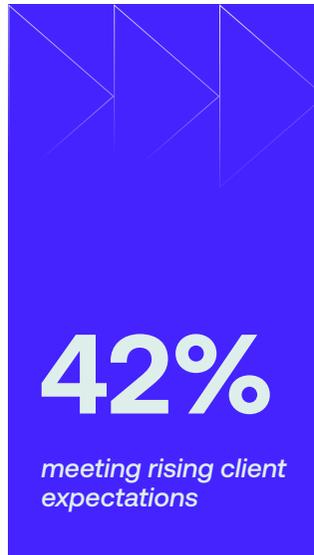
# AI and the role of the advisor

The best advisors see their future not in competing with AI, but in helping clients adopt it safely, interpreting outputs in context and designing the systems around it.

Firms recognise the responsibility they have to their clients – over half (59%) have already started to help their clients understand and safely use AI. After all, quality customer service is what will always drive change across industries like accounting – and expectations are constantly evolving.

It comes as no surprise that meeting rising client demand sits at the top of accounting firms' biggest challenges today.

## ▶ Biggest challenges for firms



In the last 12 months, firms have witnessed their clients become more interested in using AI or different tools (61%), wanting personalised and strategic advice (54%), seeking more proactive insights (49%), and demanding support beyond their financials, including across technology adoption, ESG and wider business strategy (45%).

Some of these expectations are a significant departure from the role accountants have played in the past. However, firms have heard their clients loud and clear. Nearly half (49%) are already in the process of repositioning their service offering to reflect these expectations.

The industry's commitment to its clients is never in question, but there is a general consensus amongst 97% of firms that AI will impact the way the profession works to varying degrees.

**35%** ▶ **Transformational impact**  
believe AI will be the key to redefining how accounting firms work, deepening client relationships and creating new professional growth paths.

**49%** ▶ **Significant impact**  
believe AI will bring major gains in service quality and career development within current ways of working.

**13%** ▶ **Moderate impact**  
believe AI will trigger improvements across processes, but with little change to core work or growth.

As the accounting profession embraces AI, the important question around how to ensure these powerful tools are used responsibly and effectively is front of mind. The answer lies not in blind trust, but in a measured approach that combines the speed and efficiency of AI with the irreplaceable value of human supervision.

The data concurs, with over half (55%) of respondents reporting they trust AI tools, but with a requirement for human oversight. A quarter (25%) say they trust AI tools fully for relevant tasks and 16% are cautious but open to experimenting.

## Opening up the black box of AI means ensuring that it is used safely, effectively and always under professional judgement.

This growing trust is backed by financial investment. Nearly half (48%) of firms have planned investments in AI of £50k to £100k over the next year - and success will be judged less by internal efficiencies than by what clients experience, with improved quality of customer service coming out on top (55%).

# 55%

*of accountants judge the success of AI by quality of customer service delivered*

### ▶▶ What does success look like for accountants' AI investments?



**Improved quality of service**



**Greater scalability**



**Faster turnaround**

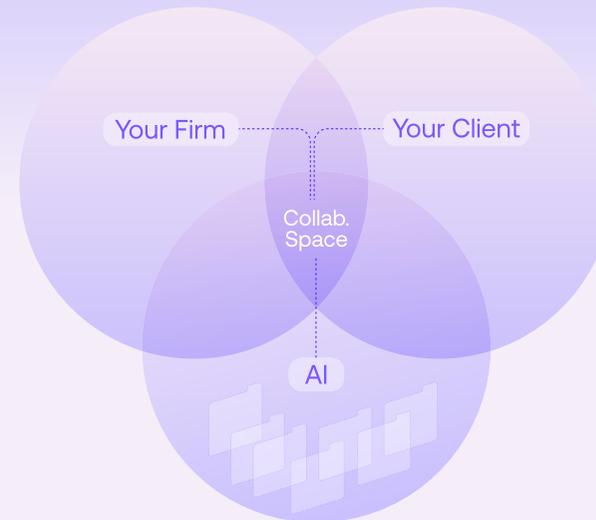


**Stronger client retention**



**Reduced risk and fewer errors**

Accounting firms clearly understand that their future lies in becoming more strategic business advisors who not only deliver financial services but also guide clients through the complexities of broader business strategy. And AI lies at the heart of this transformation. While the journey is underway, it is a complex one, but the rewards for both firm and client are too critical to overlook.





04



A profession  
in transition

# A profession in transition

Firms want to reposition themselves as advisors, but routine work and the “pull of the inbox” keep dragging them back.

As future success for accounting firms is heavily driven by clients, it's only natural for firms to remain in a perpetual state of evolution. This inevitably brings a heavy workload, which for accountants is nothing new, but the source of this pressure is shifting. Even as clients demand more personalised, strategic and proactive advice, routine admin tasks currently take up more resource than client communication and advisory work.

Coupled with the shifting client demands over the past 12 months, the pressure only intensifies. Nearly nine in 10 (87%) accountants say they feel stretched, citing meeting client expectations (42%), keeping up with new tools (38%) and explaining complex data simply (37%) as the frontline challenges.

## ▶ Accountants' most time consuming tasks

- 1 Accounts preparation and statutory filings
- 2 Payroll processing and related compliance
- 3 Audit and assurance work
- 4 Routine administrative tasks
- 5 Bookkeeping and transaction processing
- 6 Advisory work and reporting
- 7 Client communication and chasing information
- 8 Business development and client onboarding
- 9 Internal review and quality control
- 10 Staff oversight, training and professional development

What's important to recognise is that, despite appetite to implement AI wherever possible, businesses will continue to turn to their accountants for guidance, with 59% of firms reporting that their client base has sought advice on how to effectively use AI tools.

AI will reshape the role of accountants - of that we can be certain. But this technology is not on a trajectory of replacing them.

Accounting firms are taking action. Nearly four in 10 (38%) have started taking the steps to shift their focus to high-value advisory work. This includes the deployment of AI solutions across their service portfolio. Most firms (31%) are at the rollout stage, with a fifth (21%) now trialling tools or pilots in specific areas and only 15% still sitting in the early exploration phase. It's promising that 29% already have AI integrated into day-to-day ways of working.

There exists the opportunity to democratise the profession further, positioning accountants as the trusted experts who guide clients safely through an AI-powered economy.

**“AI will not replace accountants, but it will change the way they work. We are entering a post-knowledge economy, where knowledge alone is no longer a differentiator. The future of the profession lies in AI-powered collaboration between advisors and their clients.”**

**Joris Van Der Gucht,  
Co-founder and CEO of Ravical**



**Conclusion**

**Welcoming the modern  
business advisor**

# Welcoming the modern business advisor

The accounting profession is in the midst of a fundamental transition as we wave goodbye to solely a reactive financial advisory role and welcome in the modern business advisor.

## ▶▶ Reactive financial advisor ◀◀

Centred on routine, repetitive tasks, e.g. bookkeeping, statutory filings, and payroll processing

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Gatekeeper of knowledge and the sole source of financial information and expertise

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Reactive rather than proactive, typically responding to client needs on an as-needed basis

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Valued for deep technical understanding rather on broader business strategy

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Minimal client interaction and limited by transactional relationships

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Reliant on traditional tools with little to no integration of advanced digital tools or automation

## ▶▶ Modern business advisor ◀◀

**65%**

Working with clients to adopt AI in a safe and effective way

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**64%**

Interpreting data and AI outputs in context

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**57%**

Designing and overseeing the right (AI) systems and processes

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**56%**

Building strong, personal client relationships

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**51%**

Bringing judgement and experience to complex decisions

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**44%**

Acting as a sounding board and trusted voice for clients

This is exactly the shift Ravical was built for. Knowledge alone is no longer the differentiator, and the real value lies in how accountants work with AI to apply judgement, context and social skills for their clients. The future of accounting lies in the capabilities this technology can offer. Firms should embrace AI that works the expert's way, under human supervision, freeing professionals to focus on interpretation, decision-making and client relationships - the very skills accountants say matter most.

Firms shouldn't have to choose between speed and quality, or between AI and expertise. AI is there to augment service delivery while experts' set the standard - so that firms can justify investment through improved client experience and sustained trust.

**“Accountants are ready for AI, but unsure how to remain in control. Ravical provides the bridge, equipping expert firms to thrive by reshaping how their expertise is applied.”**

**Joris Van Der Gucht,  
Co-founder and CEO of Ravical**



## ► About Ravical

Ravical is an AI company helping expert firms adapt and thrive in the post-knowledge economy. Founded in 2025 and headquartered in Ghent, Belgium, Ravical is led by CEO Joris Van Der Gucht, co-founder of the accounting automation platform Silverfin, alongside co-founders Ken Bastiaensen and Benjamin Vandermarliere, PhD.

As large language models and agentic AI systems transform how knowledge is accessed and applied, Ravical provides the tools professionals need to stay trusted, stay relevant, and improve. Its platform equips firms with AI agents that work to expert standards, connect seamlessly to existing systems, and operate under human oversight. With transparent governance, real-time context, and collaborative client spaces, Ravical enables experts to move from reactive service delivery to proactive, AI-powered collaboration.

In May 2025, Ravical secured €7.3 million in pre-seed funding led by Lakestar, with participation from Pitchdrive, Entourage, and strategic angel investors. This investment underpins the company's mission to equip professional services firms - including those in accounting, tax, legal, HR, and insurance - with domain-trained AI agents that can automate up to 80% of routine workflows, freeing experts to focus on the high-value, strategic work that deepens client relationships. Ravical is already piloting its technology with professional firms across Europe and beyond.

Ravical does not believe AI replaces expertise, rather redefines it. By augmenting professionals with intelligent, controllable AI, Ravical ensures that the value of expert firms lies not only in what they know, but in how they apply their judgement, skills, and client relationships in a new era of work.