Customer Success Story

Flourish Accounting unlocks more time to thrive

By embracing automation with **AutoEntry by Sage and Sage Accounting,** this fast-growing practice eliminated paperwork delays, freeing time to strengthen client relationships and drive scalable growth.



Sage



Flourish Accounting

From dusty yard to high street success

Flourish Accounting launched from a builder’s yard in 2020, when founder Kirsty Chaplin left her corporate role to build something more personal. She started with five accounts, working out of a small office with no brand and a simple homemade logo.

However, things changed quickly with the right, people-first approach. “It was nice to work with those in a similar position as you,” Kirsty says. Clients certainly appreciated her relatable, approachable style. Within seven months, she moved to a high street location and hired her first employee.

Flourish Accounting now supports around 300 businesses — from sole traders and beauticians to farmers and software companies. But with that rapid growth came new challenges. Manual processes just couldn’t keep up, and Kirsty knew that to build a practice that felt seamless, supportive, and scalable, she’d need the right technology — something that could simplify workflows without losing the human touch.

Company	Location	Industry	Sage products
Flourish Accounting	**Huddersfield, UK**	**Bookkeeping and Accounting**	**Sage Accounting, AutoEntry by Sage**

Flourish Accounting

More automation, less admin

Flourish Accounting gives every client access to a suite of connected Sage tools including AutoEntry and Sage Accounting, along with free training. Clients snap receipts, forward invoices by email, connect their bank feeds, send sales invoices directly from Sage Accounting, and link their card terminals or e-commerce platforms. It all feeds into a single system, making workflows smooth and efficient. This frees the team to focus on higher-value work.

“When I started working in practice, I’d have to manually enter a full year of bank transactions, which could take three to five days,” says Kirsty. “Now I can upload it all in five minutes and get straight to the data.”

Kirsty’s goal has always been to make operations as frictionless as possible. “I want the user experience to be a good one, right from the first touchpoint.”

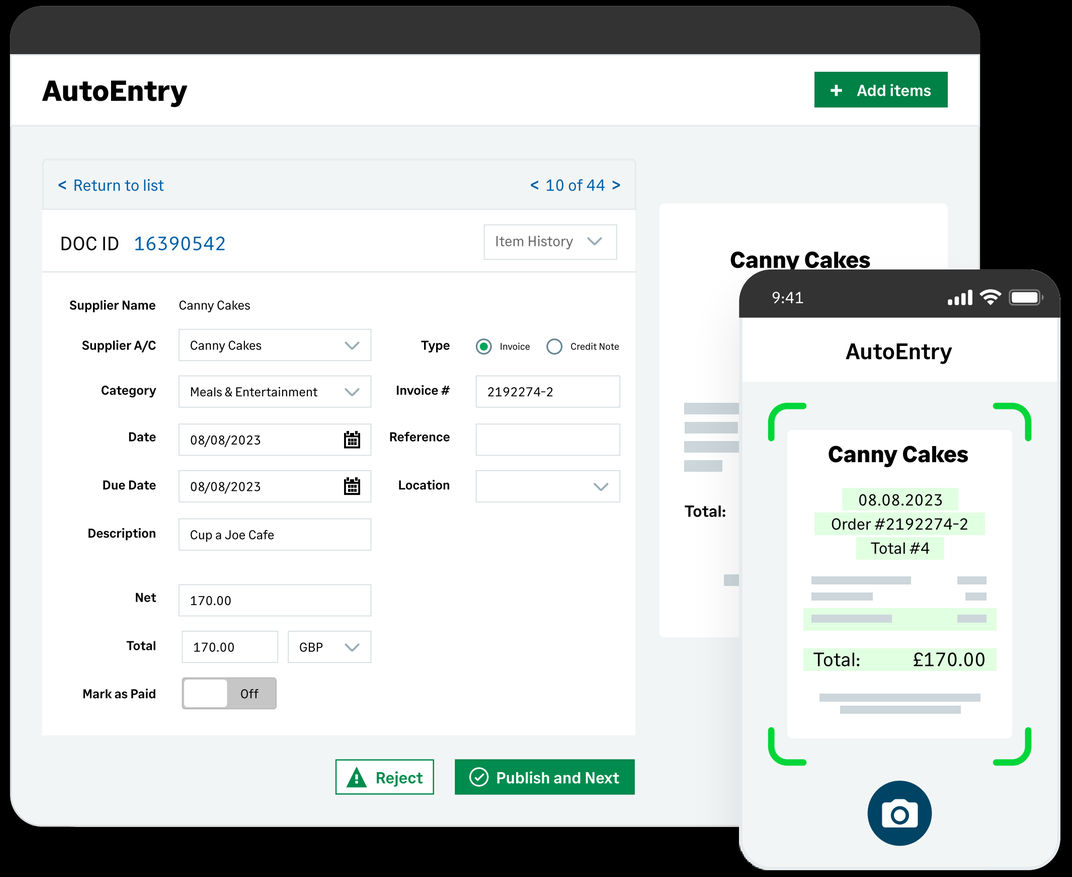
Flourish Accounting has embedded automation across the entire process. They’re already ahead of the curve; 89% of accountants say that automating processes to free up time would make a real difference, yet only 37% say they are doing it.*

The impact goes beyond just saving time. Clients feel supported, with the confidence that everything’s under control in real time. Meanwhile, the team has the breathing room to offer advice, grow the business, and stay cost-effective — all without burning out.

*Statistics sourced from the **Practice of Now report by Sage.**



Flourish Accounting



> **Sage Accounting and AutoEntry definitely play a massive part in giving me the life that I want to lead.**



Kirsty Chaplin
Director, Flourish Accounting



Flourish Accounting often files self-assessments months ahead of deadlines, helping businesses plan better

Flourish Accounting

Turning records into relationships

With an interconnected system of Sage platforms for accountants enabling game-changing automation, Flourish Accounting uses the time saved to nurture and deepen the relationships with their clients. Live data lets the team plan ahead, file early, and provide bespoke, actionable advice.

“We had someone that got himself in a bit of a pickle with HMRC,” says Kirsty. “He came to us quite emotional. We dealt with everything, resolved the issue, and it was a massive weight lifted off his shoulders.”

Even those who used to drop off boxes of paperwork at the last minute are embracing change. “We’ve got a farmer snapping receipts on his phone; they love it!”

By staying ahead of the paperwork, Flourish Accounting helps people get ahead in business. It’s a new way of working, one where accountants can do more of the work they love.

The impact goes beyond stronger relationships. With more efficient processes, Flourish has increased profitability, expanded capacity, and kept overheads low — all while offering better value to clients. “It means we can spend more time with people and have the important financial conversations that really make a difference,” Kirsty explains.

Sage

Flourish Accounting

Growing on their own terms

For Kirsty, success means more than scale. It means flexibility, culture, and helping businesses thrive. “Time is everything,” she says. “I want to enjoy my job, create value for clients, and still be there for my family.”

With Sage Accounting and AutoEntry in place, she’s achieving just that: saving time on admin that many others still struggle with. In fact, **92% of accountants claim to spend too much time on manual, admin, and compliance tasks, diverting valuable time away from the important things in their lives and businesses.***

“A few weeks ago, I worked from a pool in France. I was relaxed, on holiday, but still able to check in.”

Wherever they are, the team can easily stay connected.

Looking forward, Kirsty wants to open new branches across the UK, sharing the same approachable, tech-enabled approach. “If you’re not embracing the technology now, you’re definitely going to fall behind,” she says. “It’s not something to fear. It’s something to help you drive your practice forward.”

*Statistics sourced from the **Practice of Now report by Sage.**

> **“The thing I’m most proud of is the culture we’ve grown and how we’ve used Sage to help our clients grow, too.”**



Kirsty Chaplin
Director, Flourish Accounting



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