



WBA support received by Unique IQ has 'injected a huge boost into the company'

The Company:

Founded in 2004 by owner David Lynes, Redditch based Unique IQ deliver software solutions to the homecare and cleaning sectors using a portfolio of workforce management solutions.

Over 14 years, David and Unique IQ have developed a well-respected reputation with their innovative brands IQ:timecard and IQ:careplanner which allow clients to efficiently manage their workforce, reduce office processing, streamline communication, reduce costs, improve lone worker safety, and ensure national living wage compliance.



Managing Director and owner David Lynes

The Challenge:

David's aim for Unique IQ is to become the industry leader in the delivery of software solutions addressing a range of core business activities.

However, among the many challenges faced by small businesses, David felt the main area to tackle was the need for a robust sales strategy that would deliver improved communication and put Unique IQ's message in front of the right people.

The Solution:

Advice and mentoring support through the Worcestershire Business Accelerator programme gave Unique IQ the guidance they needed to plan for specialist sales coaching and map out the next two to three years of growth

Unique IQ demonstrated clear growth potential and job creation opportunities that opened the door for access to the vast experience of consultants from BizSmart.

The WBA programme is managed by Worcestershire County Council, funded by the European Regional Development Fund and delivered by BizSmart Ltd.

Open for Business

The Results:

The Worcestershire County Council support received by Unique IQ has injected a huge boost into the company.

When it first received consultancy through BizSmart, Unique IQ employed six people. It has now doubled that figure, and is looking to expand further over the next three years.

“The effect and value of the support we have had from Worcestershire County Council and the Worcestershire Business Accelerator Programme is clear in that it has helped us to grow and achieve significant growth over the past two to three years,” explained David.

“The increase in sales volumes can be attributed to the training we were steered towards, and so it is my belief that the value has been significant and lasting.

“The main result of this, of course, is that the assistance we received through BizSmart has helped to employ more staff and help us expand further into other markets and countries.



Chris Ryan (left)- Sales Executive and David Lynes (right)- Managing Director

European Regional Development Fund

Worcestershire Business Accelerator- This project is receiving up to £604,005 of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.

Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.



For more info see: www.business-central.co.uk/worcestershire-business-accelerator/

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