

making reputation a priority



cascade

human resources & payroll software

As one of the UK's fastest-growing companies, human resources software supplier Cascade HR Ltd knows the importance of maintaining its reputation. So, when it came to choosing a finance partner, Cascade sought a company that would complement its commitment to service.

"As we don't deal with finance ourselves, we wanted a partner with an equally good reputation. We found that in IQ Finance."

"We market our solutions to all types of businesses, from companies with fifteen employees through to large housing associations and premiership football clubs," said Richard Anderson, Sales Director at Cascade. "With such a wide client base, it's vital we can offer flexible finance solutions. As we don't deal with finance ourselves, we wanted a partner with an equally good reputation. We found that in IQ Finance."

For Richard, establishing the right partnership is essential for maintaining good customer relationships: "We're a customer-facing team. So, when things go right, we take the praise. However, if things go wrong, we have to accept blame. Knowing IQ Finance has a keen eye for quality gives us confidence that they're keeping our customers happy."

Expertise is also an important factor in the relationship between both companies. "Everyone in the IQ Finance team understands our business and how they can provide the right solutions for our customers. They're easy to deal with, flexible and provide answers immediately. So, customers who want to save money, push costs to later years and enjoy a faster return on investment quickly receive the right leasing solution for them."



Freephone: 0800 4125562

IQ Finance plc Worthing House Church Lane Basingstoke Hampshire RG238PX email: info@iqfinance.co.uk