

DUA & CO accountant

CASE STUDY

"RQ gives us the ability for anyone and everyone to introduce clients to a particular introducer, and for the business to get sight of this invaluable activity."

PAUL DUKES
HEAD OF BD AND STRATEGIC ALLIANCES



SUMMARY

Dua & Co used to manage referrals in spreadsheets, making it hard to track or measure results. With RQ, every introduction is tracked and compliant, helping them work faster and turn referrals into growth.

31

Referrals
in 6 months

33

Partner
relationships

14

Commercial
agreements



100%
referral visibility

1

BACKGROUND



Dua & Co is a London-based firm of Chartered Accountants that helps SMEs and larger businesses grow and scale.

The firm provides advice across healthcare, property, technology, and professional services.

Its wide range of services creates opportunities for referrals, as clients often need trusted professional connections locally and abroad.

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CHALLENGE

Scattered Systems

Dua & Co struggled to track partner activity across spreadsheets and CRMs.

Manual Compliance

The team manually tracked agreements and disclosures, relying on a single central contact.

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SOLUTION



Centralising referrals and visibility

RQ lets Dua & Co make, track, and view all introductions in one place, giving the team full transparency and control.

Streamlining compliance

RQ captures disclosures and agreements automatically, keeping every referral secure and audit-ready.

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IMPACT

In just six months, Dua & Co completed 31 referrals and built 31 partner firm relationships.

The firm established 14 commercial agreements and gained 100% visibility over all referrals.

This visibility empowers the team, improves efficiency, and turns referrals into a clear driver of growth.