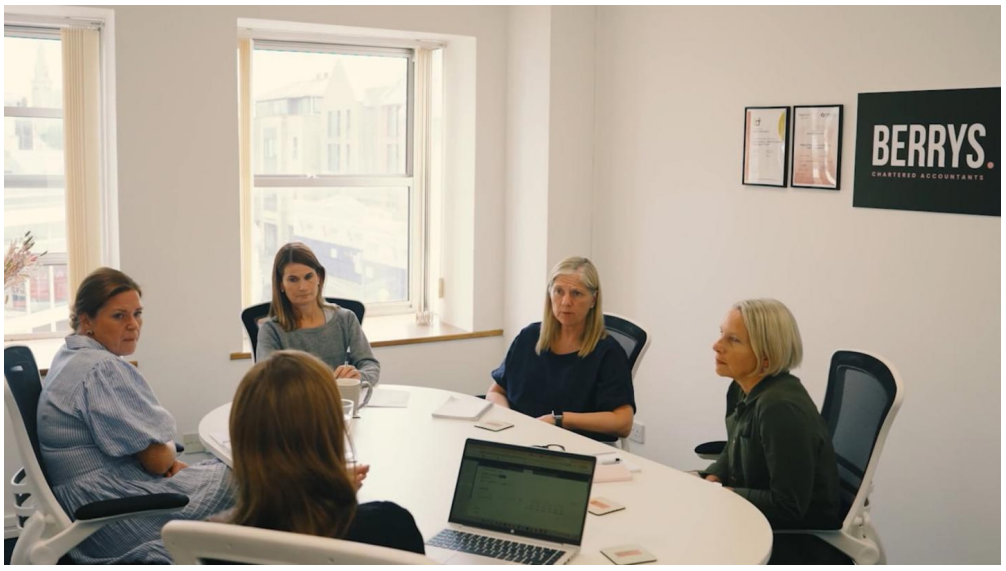
Growing a business often means balancing two priorities: maintaining exceptional service while creating the capacity to take on more. For Jersey-based accountancy practice Berrys, that challenge sparked a journey of investment in both technology and people—helping the business work smarter, strengthen its expertise and create an even better experience for clients.

Through support from the Better Business Grant programme, Berrys secured funding for two transformational projects: a comprehensive digital transformation programme through the Productivity Grant and a specialist tax training programme through the Skills Grant. Together, these initiatives are helping the business build a stronger, more resilient foundation for future growth.



Building a business that's ready for the future

Berrys has earned a strong reputation for supporting local businesses with accountancy, bookkeeping, taxation and advisory services. As its client base grew and services expanded, the team recognised an opportunity to modernise internal processes and reduce the administrative burden that naturally comes with growth.

Like many growing businesses, time was increasingly being spent on manual tasks such as onboarding clients, managing documentation and preparing reports. While essential, these activities reduced the time available for higher-value work and limited the firm's ability to scale efficiently.

Rather than simply adding more resource, Berrys chose to rethink how it worked.

Transforming the way the business operates

With support from the Productivity Grant, Berrys embarked on a digital transformation programme focused on automation, integration and workflow optimisation.

The project introduced a new practice management system, automated onboarding workflows and integrated reporting tools, creating a more connected and efficient way of working across the business.

By streamlining processes and reducing manual administration, the team can now spend more time focusing on clients and less time managing paperwork. The improvements have enhanced visibility across the business, strengthened internal controls and created a scalable platform that will support future growth.

For Berrys, the impact has been significant, helping to make everyday operations more efficient and creating capacity to continue developing its advisory services.

Strengthening specialist tax expertise

Alongside investing in technology, Berrys also identified an opportunity to deepen its specialist tax knowledge.

As client needs became increasingly sophisticated, the firm wanted to build greater in-house capability to support more complex tax matters and provide additional value to clients. Following an extensive search, Grant Thornton was identified as the only provider able to deliver a bespoke training programme tailored specifically to the needs of a smaller practice.

Supported by the Skills Grant, the programme gave the team access to highly specialised training delivered by senior tax professionals with extensive technical expertise, including experience gained through Revenue Jersey.

Importantly, the training wasn't just theoretical. It was built around practical, real-world examples, helping the team apply new knowledge directly to client work and increasing confidence when dealing with more complex tax issues.

Delivering more value for clients

By investing in both systems and skills, Berrys has strengthened its ability to deliver a seamless service for clients.

Improved processes mean work can be delivered more efficiently, while enhanced technical expertise enables the team to provide a broader range of specialist advice in-house. Clients benefit from a more streamlined experience, faster turnaround times and access to deeper expertise from a trusted adviser who already understands their business.

The combination of operational efficiency and strengthened capability is also helping the business improve productivity, increase resilience and position itself for continued growth.

Investing in long-term success

Berrys' story highlights the powerful impact that targeted investment can have when businesses focus on both people and processes.

By embracing digital transformation and investing in specialist skills, the firm has created a stronger platform for future growth while maintaining the high-quality service its clients have come to expect. The projects are not only benefiting the business today but helping to ensure it remains competitive, adaptable and well-equipped for the future.

"The Productiivty Grant has been transformational for our business, while the Skills Grant allowed the specialist tax training that has strengthened the quality and consistency of the advice we provide to clients."

Rebecca Berry

Managing Director, Berrys

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