

After five years in business, Walker Joice is using new-thinking to keep in front of its competitors

# Anything goes to stay in front of the pack

Pic: Stuart Coates

It is a very exciting time for specialist financial services recruitment consultancy Walker Joice. Not only will the company be celebrating its fifth anniversary later this year, it has also just unveiled a new, cutting-edge website.

The consultancy, whose joint managing directors Monique Walker and David Coates boast 30 years of experience between them, has spent months developing the interactive site, which enables potential candidates to search a database of vacancies. Mr Coates said: "People can log-on whenever they want and explore the opportunities – even roles they might not have otherwise seen."

Visitors can search the available positions by sector – such as sales and marketing and underwriting – as well as by salary, with remuneration packages ranging from below £20,000 to more than £100,000.

Walker Joice has also introduced a confidential email link which enables candidates to receive vacancy updates for specific roles as soon as they are advertised, without having to give their names or telephone numbers in advance.

Mr Coates said: "This allows people to pick and choose the kind of vacancies they would be interested in without having to speak to us first. All they need to supply is an email address and as soon as their requirements are met then an email is sent out to them. Many executives appreciate the chance to look at things in their own time and will then contact us if they wish to know more about a particular position."

## Innovations

These are typical of the innovations from a company which was set up in September 2001 and has since enjoyed a growing reputation in what is a ferociously competitive industry.

Mr Coates explains: "We were quite happy to start the business in a reasonably bad market because it enabled us to get our systems running perfectly at the same time as earning a bit of money. Right from the outset we were determined to do things properly and even turned down some big pieces of work at first in order to make sure that everything was in place for our long-term growth."

Spending time to put these foundations in place has proved to be a masterstroke as the company is now very well equipped to offer a top drawer level of service to their growing roster of clients.

Mr Coates said: "Our mission statement is to get them the best possible candidates, in the shortest possible time, with the least possible hassle. We are able to do that because we are a truly specialist financial services recruiter with experienced staff."

A period working in the US taught Mr Coates how to take customer service standards to a completely new level. New business recommendations, for example, have been rewarded with boxes of vintage champagne, while cards are immediately

## key points

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- Due to demand from clients a Nottingham office was opened up earlier this year

sent out to clients who have successfully landed jobs.

Walker Joice also prides itself on providing nationwide coverage. In the wake of strong demand from clients and to accompany its existing London and Essex bases, a Nottingham office was opened up earlier this year under the auspices of Liam Tynan, a hugely experienced figure within financial services.

## Personal

Mr Coates is a big fan of the personal approach: "I much prefer to conduct business face-to-face."

It may seem a pretty straightforward aim, but Walker Joice has successfully used this approach to develop enviable recruitment expertise in areas such as IFA sales, product design and delivery, business development, compliance, training, tied sales and administration.

As well as advertising vacancies on the site and putting candidates in contact with clients, Walker Joice is also able to offer a hybrid consultancy service, combining contingency and search as a more cost effective and efficient form of recruitment.

Mr Coates said: "The head-hunting part of our business is fundamental to the company's long-term growth. I know how much traditional head-hunters charge so the idea is to offer companies a more flexible specific client designed service, to the benefit of both parties."

As far as the future is concerned, Walker Joice is looking forward to building on its reputation and reaping the added benefits of its interactive website which, the company insists, brings a whole new dimension to its offering.

Separately, another recent innovation is Walker Joice Referencing Solutions – set up in response to industry legislation and client demand – which includes services such as employment history verification, bankruptcy and residential checks, international employee vetting, FSA standard referencing and Criminal Records Bureau checks. Mr Coates concluded: "This company was set up by professionals, for professionals. Over the past five years, we have built our reputation by delivering on our promises and helping both candidates and clients achieve their dreams and goals"