

Excel Recruitment Case Study





The Client

Formed in 1994, Excel Recruitment are a leading Jersey recruitment agency, who have built an excellent reputation for perfectly matching clients and candidates.

Excel Recruitment take the time to listen to what their clients and candidates are looking for, in order to get a real understanding the hopes and aspirations of those candidates and the culture and ethos of their clients.

Their reputation means that they are used by a broad cross-section of Jersey businesses, with over 500 jobs on their books at any one time.

Excel Recruitment know how important making the right career choice is for any candidate, whether looking for a junior or senior position, and offer a full range of services to help their candidates make that choice, whether for permanent and executive placements, or temporary or contract jobs.

In the same way, their clients are confident that Excel have the insight and experience to provide a service that introduces only candidates that precisely meet the brief, to help achieve their business growth.

With an extremely high retention rate of staff and clients, and a high level of recommendations and referrals, Excel Recruitment has all the right credentials to be a leading player in their market.

The Journey

Excel Recruitment have a website with an extensive and detailed job listing section. The site is a vital part of their business and is constantly updated with all the latest jobs available to help bring in the right Candidates for the right jobs.

The company had been using an experienced web design agency to maintain the website, but personnel issues had meant the service levels had dropped off considerably, and this was directly affecting the website and hurting the business.

Off the back of a strong recommendation from a marketing contact, Head of Marketing Roddy Kane contacted SO Marketing to try to get things back on track;

“The problem became so pressing that I asked around and a long standing marketing contact recommended SO Marketing. I called and spoke to James Aberley about the issues we were up against and I was impressed that he immediately understood all of my requirements and confirmed that he would be able to take care of them at a very reasonable price and on a minimal timescale.”





The Challenge

The major issues facing SO Marketing were in getting the original website pages and documents from the previous supplier, following the breakdown in the relationship, to get the website updated, and also to move the hosting over to a provider that could offer some real support.

To make matters worse for Excel Recruitment, after the site had been moved over, a major part of the site ceased working.

The Solution

SO Marketing moved Excel's website from the previous supplier over to their own servers, and put the website into a position where it could be properly updated moving forwards.

Although it was not immediately obvious (and with absolutely no help from the previous supplier) SO Marketing were able to work out that the major problems being experienced were due to that supplier permitting a vital software licence to expire at the back end of the site.

SO Marketing were able to rectify the situation and work with the US software owner to debug the software. As Roddy Kane explained:

“Originally there were huge issues in getting hold of the website code, but SO Marketing sorted this all for us, then a few days later, when the site dramatically stopped working, it was SO Marketing who identified the lapsed software licence. They dealt with it all quickly and efficiently and with no fuss - minimising the stress in getting the site fixed.”

The Results

Since the involvement of SO Marketing, all issues have been fully resolved and the website is working exactly as it should. SO Marketing provide ongoing support and also handle all website amendments for them against rigid and efficient timescales, much to the delight of Excel Recruitment.

“I now include SO Marketing on all of my tender lists and would heartily recommend them to others. Their cost vs value equation is very well done indeed.

The service went from 0 out of 10 to 11 - I'm simply amazed at how on the ball they are. I have worked with any number of web design companies throughout my career, but until I worked with SO Marketing my experience of them had been largely negative. SO Marketing Have restored my faith in the industry.”

Roddy Kane, Head of Marketing, Excel Recruitment

If you have any marketing requirements, no matter what the scale, why not call SO Marketing for a chat, or visit our website to see exactly what we can do for you? Our rates are as competitive as they come, and we deliver quality every time. **Contact us today from the details below.**

