

### Case study – Surecall, recruitment agency

Surecall were established in 2004 to focus purely on the Transport sector. With their specialist understanding of the transport industry coupled with offering a fast and effective solution, meant that growth for Surecall was swift and substantial.

This rapid expansion required a back office solution that was both effective and simple as well as scalable and comprehensive, to service the increasing number of contracts being won by the Surecall team.

#### Decision

When deciding on the options available, Surecall's Managing Director - Androulla Nicolas, was adamant she did not want to lose control of her business – she wished to outsource the hard work to a suitable organisation that would perform the necessary duties while she remained the head of operations.

When asked why she chose Safe Outsourcing for a back office Solution, Androulla commented:

“From all the potential back office companies that we met with we felt that Safe Outsourcing was offering a complete service both in terms of software and their processes and experience.

This allowed us to have peace of mind that our payroll and invoicing would be dealt with effectively and accurately, whilst at the same time allowing us to have full control and access to our accounts. They were also very competitive on their rates”.

#### Service

Despite the recent economic climate, Surecall has more than doubled in size and turnover over the past two years, Androulla believes this success is down to:

“A fantastic sales team and also the fact that I was freed up to manage the operations and be more involved in account management”.

Androulla will be pushing the business forward with this ethos.

Surecall utilises the Safe Outsourcing self service system, whereby the agency enters data into the front of house system, this is then transmitted to Safe Outsourcing for payroll processing and credit control.

When asked why she chose this particular option Androulla commented:

“It is the best model for retaining control within the process without the headcount and administration. Throughout the process we have visibility of all stages in the lifecycle of paying our workers – we can track timesheets, payments, payslips and invoices, whilst also having access and visibility to up to date key management information”.

Androulla’s control over her business is crucial to performance. Her knowledge and in-depth understanding of Surecall’s clients and candidates is second to none. When asked how things run in her absence Androulla explains:

“We have a well trained team who understand all aspects of the business and when I am away our operations director leads the accounts and sales team. Safe Outsourcing are always there to support any questions or uncertainties that the staff may have with the payroll and billing”.

Safe Outsourcing’s back office solution plays a huge role in the management of the business. With a web based management information reporting tool management reports and critical commercial information can be accessed at anytime from any location.

When asked how valuable this service is, Androulla remarked

“When I am away I always tend to log in and have a look at what has been processed in my absence which is hugely advantageous as I never completely switch off from work! I can see what we have billed and our margins at a click of a button”.

### Future

So with revenue increasing and the business developing so rapidly , what is the future for Surecall, and how is this supported by Safe Outsourcing?

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Surecall, a recruitment agency

"We are hoping to grow by 25% each year and further develop our partnership with Safe Outsourcing to ensure the growth of our business is a seamless process. We are very excited about our business and feel the processes and structures we have in place are ideal for a growing organisation.

We have every confidence that Safe Outsourcing can grow and develop with us, continuing to deliver a key role within our growth strategy, to allow us to remain competitive, efficient and streamlined".

