

# crossWORD

the official client letter from Crossmatch Recruitment

**W**E START THE NEW YEAR WITH news of an exciting new development for Crossmatch Recruitment.

On 23<sup>rd</sup> January, we acquired the temporary and permanent recruitment business of Macploy Recruitment, the oldest established, privately-owned agency in Edinburgh.

Founded in 1973 by Jacqueline Easson, Macploy has an excellent reputation and has always been a respected competitor of ours. They are a small independent agency like us, so we have much in common and we hope that their candidates and clients will feel at home with us. We certainly extend a warm welcome to all of them.

We are of course in touch with those immediately affected, such as clients and candidates where Macploy has current temp jobs.

To those of you who are new to Crossmatch Recruitment, with whom we haven't yet had a chance to speak, we look forward to doing so in due course.

In the meantime, don't hesitate to get in touch with us if you have any questions you want answered.

There are 4 of us at Crossmatch, Annabelle, Ken, Susan and Eileen. We are a friendly team, all with many years' experience working in Crossmatch and happy to help.



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Interestingly, although we have many similarities with Macploy, there was very little in the way of overlap of our client lists.

To us, this only underlines that there is a sizable group of client organisations in Edinburgh who are looking for a more individual and personal approach to recruitment than is generally available from the larger agencies.

The same goes for candidates. Often they can feel uncared for by agencies too overwhelmed by the volume even to acknowledge them. Some of those candidates decide to seek out something better.

It is this more discerning group of clients and candidates that we consider to be our niche. These are the people we want to attract.

That is why we are excited about adding Macploy, its clients and its candidates to our business at Crossmatch. We look forward to working for you in 2012.