

*cross*WORD

the official client letter from Crossmatch Recruitment

AS 2019 IS OUR 30TH YEAR IN BUSINESS, we decided to create a new website for the company, which we launched a couple of months ago.

You may have visited it already but we wanted to tell you about a section within it that you won't have seen as it is for the exclusive use of candidates.

So why should clients be interested in hearing about a section that is just for candidates?

Well, from a client's perspective, we are only as good as the candidates we provide. We therefore see this as an investment in our candidates which, in turn, will benefit our clients.

We have discerning clients who care about each person they recruit, be they temporary or permanent.

So the aim is to attract and retain good quality candidates for our clients.

If they have a good experience when they register with Crossmatch, they are more likely to stay loyal to us and recommend us to others.

Another reason for giving candidates a good experience is that, to an extent, we are representing you, the client, to the candidate, and we want to do that in a way that reflects well on you.

This principle isn't anything new for us. We have always thought like that. All we are doing is applying it to the online aspect.

The main users of our website are the candidates. Clients might use it to find us when they are first looking for an agency but it is candidates, especially temps, who use it on an ongoing basis.

So what is involved in the candidate login area? Primarily, it is a source of information. In recent years, a huge amount of legislation has appeared which affects candidates and some are more aware of it than others.

Take holiday pay for example. Many temps are unaware that it even exists as an entitlement, let alone how it is calculated or how to request it.

Then there is AWR, or the Agency Workers Regulations. This can get even more complicated but it gives temporary workers important rights which they need to know about.

Auto-enrolment and pensions is yet another area. We will be adding this and other subjects to the candidate members' area as time goes on.

We also recognise that candidates, perhaps more than clients, are just as likely to be using a mobile device as they are a desk-based computer when they access our website, so we have made sure that we have a mobile-friendly version to make that easier.

Making a website mobile-friendly was not an issue that existed 30 years ago when we started—neither was all that legislation!

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R E C R U I T M E N T

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