

giant

case study: Care Direct Recruitment



Since 1992 **giant** have provided specialist, end to end workforce management software and support services to large and small recruitment agencies, internationally.



Care Direct Recruitment

Care Direct Recruitment is a recruitment agency specialising in healthcare and medical recruitment.

Based in Hastings, East Sussex, Care Direct Recruitment provides temporary HCA, RGN, support staff and nurses to care homes, hospitals and mental health settings across the South East. Operations Manager Juanita Jones approached **giant finance+** after experiencing difficulty with an existing Factor. Poorly run credit control had left the company with a lot of bad debt, draining cash flow and jeopardising candidates' fees. "We were in a bad place. Our experience with a previous factor wasn't a good one and **giant finance+** came to the rescue and have been simply amazing. If we had been with **giant finance+** from the outset, we simply wouldn't have been in the position we were in." explains Juanita.

As well as offering 95% invoice finance to provide much needed cash flow, **giant finance+'s** credit control experts worked quickly to source and stem the flow of bad debt, improving collection times from suppliers and clients alike. "Our previous factor was not

thorough in its credit control, so we were left with a lot of bad debt. We are now working together with **giant finance+** to rectify this situation but still maintain relationships with our clients. The team at **giant finance+** has been brilliant". Switching factors can be a daunting prospect, with agencies fearing a break in continuity may affect weekly payroll. This leads agencies to stay with a provider regardless of the service or barriers to growth this may cause.

giant finance+ has more than 15 years of experience in managing Inter Factor transfers, ensuring an extremely efficient and well managed service helps established recruitment agencies to move their existing back office and invoice finance. All agency processes are fully integrated with the **giant finance+** systems meaning no disruption to the Care Direct business or their candidates.

It is the little things and details that Juanita is now able to focus on that have made a massive difference to the Care Direct business.

"With **giant finance+'s** help we have now created a marketing budget. Before I would visit care homes with nothing to leave behind, nothing to support the Care Direct brand. Now at least I have mugs or pens. It makes such a difference to how I feel about these meetings and their outcomes."

“We are delighted that we have been able to help Care Direct create a more stable and sustainable business model.”

“So many agencies switch to **giant finance+** because when choosing a provider most people look for price first, but it doesn’t take them long to realise that cost comes second to service. They quickly find themselves in the unenviable position of finding an alternative provider and usually footing the bill of termination fees. Cheaper is rarely the best”, says Richard Foster, Director at **giant finance+**.

about **giant**

Since 1992 **giant** have provided specialist, end to end workforce management software and support services to large and small recruitment agencies, internationally.

We invest heavily in our cloud-based software which ranges from candidate sourcing and onboarding through to timesheet management, billing and payroll. Our support services include candidate screening, employment solutions and legislative risk management; whilst at our specialist division, **giant finance+**, we provide tailored funding, software and support services for start-up to medium sized recruitment agencies.

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