



**JACOB ROSS**  
TALENT SOLUTIONS

# CLIENT CASE STUDY

We recently spoke with Michael Helm, IT Director and Helen Bradley, Change Director at Wireless Social about their experience working with Jacob Ross Talent Solutions and using our retained Elevate solution.

## 1. BACKGROUND

### Tell me a little about the company

Wireless Social is a leading provider of guest Wi-Fi, analytics, and marketing solutions to the UK Hospitality sector. We work with businesses of all sizes, from small independents right through to some of the most recognisable brands such as Fuller Smith & Co, Youngs, TGI Fridays, Carluccio's, Leon, Zizzi, Ask Italian, Patisserie Valerie, Marco Pierre White, and many more.

### What are some of the challenges you have in terms of recruiting and retaining staff?

The main challenge we have had in the past, is sorting through large amounts of CV's, many of which may not be appropriate for the role in question.

### What areas/roles do you find most difficult to recruit?

Technical roles can be hard to fill as it is often hard to determine the technical abilities of a candidate during the interview process.

### What has been your experience of working with recruitment companies, both positive and downsides?

The good companies are ones that look at the job role, and appropriately filter the CV's coming that are relevant. Generally if a company just sends CV's which match keywords, we find the work involved for ourselves increases.

### What's important to you about the recruitment company you work with?

Having the ability to reach out and 'change' direction if required easily. Effective CV filtering.

### Which other companies have you used before deciding to work with company Jacob Ross Talent Solutions?

A variety of online based agencies, or advertising companies.

### Before you decided to work with company x/us what were the 3 most frustrating issues you were dealing with?

Too many low quality CV's.

## 2. ACTIONS / BEHAVIOURS

### What specifically happened when you decided to engage the services of company Jacob Ross Talent Solutions?

When we engaged with Jacob Ross, they promptly worked with our internal team to find out the scope of the role, what skills we were looking for, and what the end-result, for ourselves would look like. Jacob Ross then sent us appropriate CV's through, so that we, could with a minimum of effort, do a final vet internally and identify the candidates we wanted to Interview.

Jacob Ross then worked with ourselves to find an appropriate time for the interviews to take place, and keep communications open between ourselves and the candidates prior to the interview and afterwards for any subsequent questions.

The candidates were well briefed on the role prior to their interviews taking place, and the pre-vetting of CV's ensured that we could focus our resources while still progressing the role and selection internally.

At all times Ryan (Jacob Ross) kept us up-to-date with the candidates, and when we were interviewing Ryan kept us up-to-date on the status of candidates we had interviewed previously while they continued so we knew what candidates were available at any point in time.

## 3. RESULTS

### What makes these results so important to Wireless Social? What will the Data Analyst role allow you to do?

The additional resource a Data Analyst like the one we hired via Jacob Ross Talent Solutions, means we can continue to develop our platform, and our industry insights to the benefit of our customers and the Hospitality industry as a whole.

### Would you recommend company Jacob Ross Talent Solutions and if so Why?

Yes – I would definitely recommend Jacob Ross Talent Solutions, the pre-vetting of candidates meant the CV reviewing process was minimal, while keeping high quality candidates available for the role.

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