

LADIES OF LETTERS

Love them or hate them, no matter what your line of business, you'll no doubt be familiar with more TLA's (Three Letter Acronyms) than you can count. We've been dropping them at an ever-increasing rate into our conversations for over sixty years, thanks I believe to the military, who introduced them to simplify messages.

There is some irony in that, given that most industries have introduced a dictionary of their own and that nearly all of them now stand for far more than one thing, which means they often end up as a source of confusion rather than clarification.

Take TLA itself for example. There are apparently 211 other definitions for it – from Temporal Logic of Actions to True Love Always. The more recent language of text messaging has definitely compounded the problem!

However, for anyone in financial services (and related sectors), there are just two acronyms that I think are very important and hope you will remember.

The first is KYC, which stands for Know Your Client. Gone are the days when bank managers and tellers didn't only know their clients, they knew their entire family and its history. For those delivering today's financial services to people all over the world the lack of personal contact presents less honourable clients with the perfect opportunity for concealment and fraud.

As a result, getting proof of identity and being vigilant about any variance in customer behaviour has spawned a whole industry in itself, in the sphere of training, regulation and compliance. And bearing in mind that 75% of crimes committed in business are internal, anyone working in recruitment has learned to apply the same acronym to Know Your Candidate. Although we do have the luxury of face-to-face communication, checking credit and criminal records has become

as important as finding out about qualifications, employment history and personality.

After thirteen years in this business, getting to know the people who walk in the door is still one of the aspects of my role that gives me the greatest satisfaction. I have worked for international financial services companies and although I appreciate that time and geographical distances mean that email is often the only answer, there is no substitute for the personal touch. It is only by really understanding the expectations and aspirations of both our candidates and our clients that we are confident of a very high strike rate when we do suggest a match.



Donna Davidson, Managing Director and founder of RSL. Successfully looking after clients and candidates in Trust, Accounts, Banking, Compliance, Secretarial and IT for thirteen years.



Angela Larose, Cert RP, Senior Recruitment Consultant since 2007, Previously HR officer with International Financial Services Company. (Poacher turned Gamekeeper)

And now to the other very important acronym that everyone in financial services should bear in mind, both employees and employers. It is of course RSL – Recruitment Services Limited!

We believe that candidates and clients alike are happier with their recruitment agency when they do their own KYC – in this case, Know Your Consultant. So, for anyone who doesn't know us yet, here is a brief introduction:

We have never believed there is safety in numbers – that we'll improve our chances by putting as many candidates forward as possible. We believe in quality, and if we don't have anyone suitable for a role, or a suitable role for a candidate, we have never been afraid to say so. We also ensure that we keep in touch, both with our clients and our candidates, every step of the way.

We do not work on a commission basis, which means the emphasis is on building relationships and not 'quick-wins'. Our service is confidential and impartial, we are happy to help with interview techniques if needed and we never forward a CV to anyone without prior approval from the candidate. Adding real value and developing long term connections are the things we have always focused on.

We are a corporate member of the UK's Recruitment and Employment Confederation, which means we abide by a business code of conduct that complies with the strict Employment Agencies Act and Conduct Regulations, as regulated by the Government's Department of Trade and Industry. We are licensed by the States of Jersey and are up to date with the local employment laws.

And finally, we really enjoy what we do and have a reputation for being cheerful. In fact RSL could also stand for Really Smiley Ladies!



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