

Case Study



Yolk Recruitment assists ANNA Money, an AI-Powered fintech pioneer, in hiring top talent to drive growth in a competitive market.

ANNA



ANNA

ANNA is an AI-powered fintech pioneer, helping small businesses across the UK with everything from business accounts to tax solutions.

A Fintech fast start up, ANNA is going from strength to strength and has a real focus on hiring top tier talent across multiple teams such as; Financial Crime, Compliance, Software and Tech, and Product to ensure their growth journey continues.

The main recruitment focus for ANNA has been to expand their Financial Crime team, starting at the top with their DMRLO, and then supporting her with the rapid growth of the team

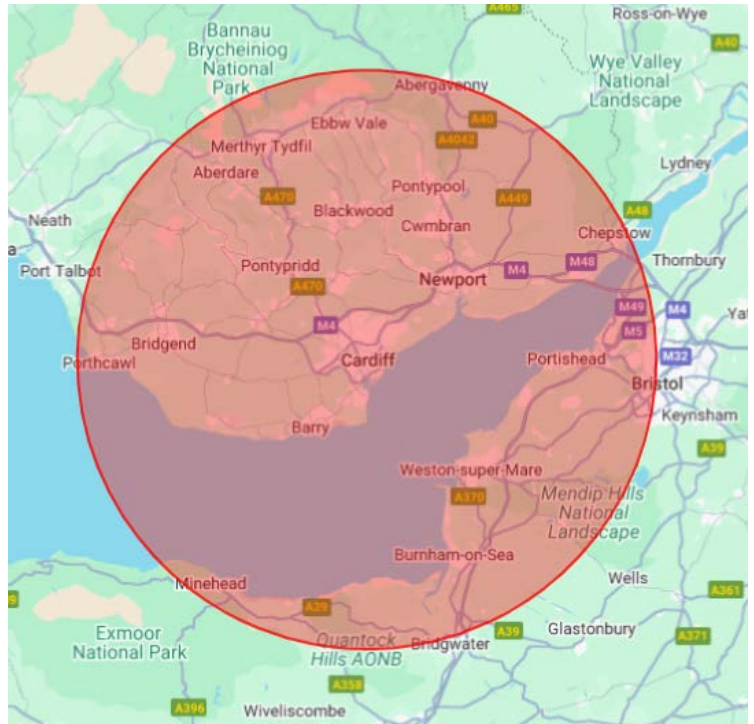
The main challenge facing York was that ANNA work on a fully remote basis, so condensing such a high application process to ensure that the Financial Services recruitment team were identifying the best talent posed an initial task.

Financial Crime is an incredibly competitive market, so York has to ensure that ANNA's offering was competing against the likes of major Fintech brands such as Starling Bank, or Monzo Bank.

Yolk's Approach

Yolk had to get “under the bonnet” of ANNA’s requirements by conducting in-depth qualification calls.

The team then mapped out a 25 mile radius of ANNA’s Cardiff headquarters and headhunted the best talent, enticing them to discuss ANNA and the opportunity offered to them.



Some of the services provided by Yolk:

- ✓ Multiple in-depth qualification calls to understand ANNA’s requirements
- ✓ Candidate pre-screening process
- ✓ Reshaping ANNA’s overall future recruitment process

Highlighted benefits from ANNA included their working from home policy, and their internal flat structure, meaning that a new starter can determine their own progression and development within the team and map out their success with ANNA’s support.

Yolk supported ANNA with their recruitment process, and continuously identified ways to improve this for the candidate’s journey. As a result, ANNA embedded a major internal recruitment portal that supports all recruitment activity across the business.

Yolk’s Financial Services recruitment team aligned with Yolk’s Technology and Digital recruitment team to provide ANNA with their requirement for various niche technology specialists.

The Result

Roles placed by the Yolk team:

- ✓ Senior Product Analyst
- ✓ Financial Crime Analyst (x4)
- ✓ Financial Crime Operations Manager
- ✓ Front End Developer
- ✓ Software Engineer
- ✓ Site Reliability Engineer
- ✓ Senior Data Scientist



114

Total CV's sent to ANNA across all finance and technology vacancies.

73

Interviews across all finance and technology vacancies as a result of CV's sent.

83%

Of new starters across finance and technology roles passed their probationary period.

Yolk's Financial Services team are now the

EXCLUSIVE

recruitment partner to ANNA.

Yolk delivered the entire recruitment project

**ON TIME &
IN BUDGET**

"Jessica was fantastic, took the time to brief me about the role, kept in touch with me through the interview process, and guided me with feedback from the client for successive rounds. Was the first job I applied for when I started to look for a new role and got it first time. Thank you."

Successful Candidate

Is your business ready to find its next finance superstar?

Speak to York's Financial Services recruitment specialists.



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