

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 to begin with was to expand three areas of their Technology function starting with Software Development, Data, and DevOps at a senior level and then focusing on building out other functions.

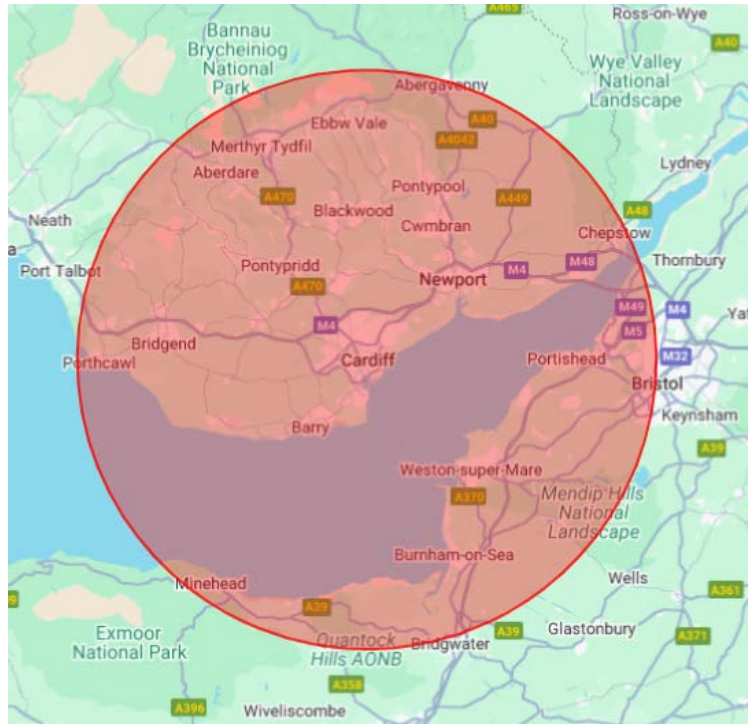
The main challenge facing York was that ANNA work on a fully remote basis, so condensing such a high application process to ensure that the Technology & Digital recruitment team were identifying the best talent posed an initial task.

Technical roles such as Senior Full Stack Developers, Site Reliability Engineers & Data Scientists are incredibly competitive markets when the goal is to obtain the premium talent across the UK. 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 delivered the entire recruitment project

ON TIME & IN BUDGET

"Lewis is one of the best recruiters i've met in my job seeking journey. His consistent communication made the recruitment process much less daunting, addressing any concerns I had promptly. He demonstrated extraordinary dedication to ensure that I was thoroughly prepared at every stage from the first interview through to job offer. I highly recommend Lewis to any professional seeking a dedicated and knowledgeable recruiter."

Successful Candidate

Is your business ready to find its next tech superstar?

Speak to York's Technology & Digital recruitment specialists.



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