

## THE OAKLAND PARTNERSHIP

## The emphasis is on service

Kathy Lewis hears from The Oakland Partnership about the importance of service to their success

Leasing and Asset Finance recruitment specialist The Oakland Partnership has announced that, despite the current economic difficulties, its turnover has more than doubled in the last year. The firm attributes this significant achievement to a number of factors. These include its ability to provide a broad range of candidates at all levels – from junior to senior executive – and its investment in prime Central London premises which, crucially, enables it to personally interview and screen potential candidates from a wide range of locations. “We believe that unless circumstances really make it impossible to do so, meeting every candidate is essential and is the minimum level of service a client should expect in return for the fee it pays a recruiter,” said Director Denise Lawlor. “It is one of the things that differentiates our service, and has been important not only in building strong relationships and trust with clients, but also in developing a real rapport with candidates, which can benefit both us and them in the longer term.”

The Oakland Partnership’s ability to provide a broad range of candidates in a market that is short of “new blood” has been assisted by close links with its long established sister organisation Oakland Associates, which supplies office based support staff to the wider Financial Services market. This has enabled the Partnership to expand its pool of candidates from areas other than

Leasing and to attract new candidates to the industry from other areas of Financial Services.

“We specialise in recruiting for Leasing and Asset Finance companies, and will comfortably handle most of an organisation’s requirements in terms of staffing, from Senior Management appointments to more junior staff. Many of our competitors choose not work on certain types of vacancy, or to recruit more junior staff in areas such as Collections, Accounts, HR, Customer Service or Sales Support, but we take the view that our business is all about delivering a quality service to clients whatever their requirement. Consequently, our team will invest as much time on these less specialist roles as it would on more senior vacancies. This philosophy has enabled us to work more productively with our clients and continues to earn us a great deal of goodwill,” said Managing Director Tom White.

Both Lawlor and White have backgrounds in the Leasing industry and were colleagues some 25 years ago. While White has spent the last 20 years in recruitment, Lawlor continued her career within the Leasing business for a similar period before joining The Oakland Partnership three years ago.

Interestingly, the Company’s success to date has been built entirely without advertising, through word of mouth and recommendation and it’s reputation is

something that Lawlor and White are naturally very protective of. While their aim is to continue the business’s outstanding growth, they emphasised that this will not be at the expense of current service levels or their ability to provide high calibre personnel in a difficult market. “We will continue to focus on the UK sector while growing the business and its profile at a rate that ensures we do not lessen the quality of our service,” stressed White.