

Case study: *Embedding flexible working proves a win-win*

Our client, an investment intelligence firm, is the future of investor interaction with corporate companies. Set up in 2003, their team of over 70 analysts and investment professionals work with leading companies, fund managers and investment banks worldwide to support their capital markets activity. They provide services to more than 450 retained corporate and investor clients from several global offices.

They are a fine example of a business being innovative about resourcing.

Having adopted flexible working practices from the outset, they recognised it was a very efficient way to build a highly skilled workforce. They identified the true value that professional working parents and mature workers have brought to them.

Currently, the company has an 80:20 ratio of full-time to part-time employees. They have found their dedication and commitment to be equal to that of their full time colleagues and have benefited from an almost 100% retention rate.

In terms of growing the business, our client believes that by employing flexible staff and saving on salary overheads, they have been able to invest in other areas of the business.

Flexible working practices have allowed them to be more nimble versus their competitors and they consider their flexible working terms are more attractive to part time analysts than the more structured working environment of the city. This puts them at a great competitive advantage of attracting high quality conscientious loyal staff and has enabled them to take on more business than otherwise might have been the case.

Workpond supports their client's vision, by providing them with high quality employees who have the right professional experience, resulting in a successful relationship between the company and their part-time employees.

