

## Imperial Nannies Case Study

### Nanny knows best!

**Imperial Nannies** is the leading nanny recruitment agency in the UK. It has offices in London and Bath. The company's strict selection procedure ensures that only fully qualified nannies are chosen to be included on the staff database.

All registered job applicants are fully checked and verified with a minimum of three years' work experience with all the relevant qualifications and experience to take care of children. Every applicant's references and certificates are thoroughly reviewed prior to acceptance.

### Supply and Demand

As you can imagine, the demand for excellent, well qualified nannies in London and Bath far exceeds the supply, so Imperial Nannies takes great care in selecting and filling positions quickly and efficiently.

### Rapid Reaction

Sharleen Long is a recruitment specialist at Imperial Nannies, "We pride ourselves in reacting quickly to our clients' requests. Gone are the days of advertising in the local paper or specialist magazines and waiting days for responses."

"We have fully embraced the digital age through a business link with SMS messaging specialists TextAnywhere Ltd. We have built a complete database of potential applicants and can search and select by skill, language capability, speciality, type of household or specific area in which the applicant wants to work" Sharleen continued.

"It is now a very simple matter of selecting all applicants that meet the client's criteria, sending a simultaneous SMS message to the selected group through the easy-to-use TextAnywhere TextOnline interface, and then sitting back and waiting for the results to flood in."

### Short Lead Time

Sharleen revealed, "Needless to say, text replies are literally received by return, often in minutes, and we can offer well qualified, pre-selected potential candidates to our clients in an amazingly short lead time, which, of course, underscores our efficiency and greatly increases client satisfaction."



## Cost Efficient

“We have been very pleased with the results from our TextAnywhere campaigns”, added Sharleen. “It is easier and more instant than email, and because it’s going straight to candidate mobiles the response time is dramatically reduced. I would certainly recommend TextAnywhere to any business that needs to communicate with a client or prospect database. It is certainly very cost efficient.”



Image courtesy of Imperial Nannies website:

[www.imperialnannies.co.uk](http://www.imperialnannies.co.uk)

## Secure Company

Since 2002, TextAnywhere has offered a range of text services that focus on reliability, ease of use, security and good value, backed by quality support from a financially secure, profitable organisation.

## Range of Services

TextAnywhere provides commercial and public sector organisations with text messaging services that enable the sending and receiving of SMS messages from individual desktops or handheld devices, through online and email applications. These can be through a simple pre-paid model or monthly account terms.

The company also offers a Developer Toolkit for clients to integrate texting in to their own applications, as well as a White Label service for partners who wish to offer TextAnywhere’s services as their own, branded text messaging services.

If you would like to find out more about how TextAnywhere can help your business communications, please visit our website [www.textanywhere.net](http://www.textanywhere.net) or call the sales team on 08451 221 302, or email us on: [welcome@textanywhere.net](mailto:welcome@textanywhere.net).

