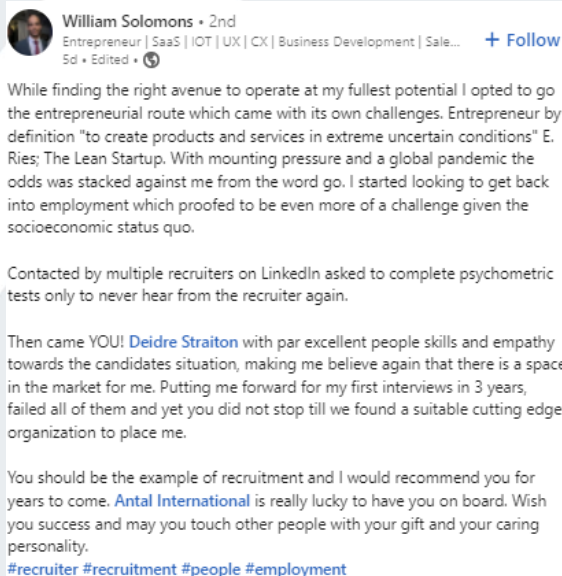


## Case Study: Outstanding candidate service

**Office:** Deidre Straiton, Specialist Recruitment Researcher  
Antal South Africa team

Deidre Straiton, a Specialist Recruitment Researcher in the Antal South Africa team shares the details of the special relationships she fosters with her candidate which resulted in a compelling testimony which went viral on social media. This case study emphasises the importance of the communication and developing a strong relationship between recruiter and candidate:

- **How did you come across William's details?** William responded to a position advertised around 6 months ago.
- **What stood out for you about his experiences?** William displayed a pleasant, warm and persistent personality, which in the sales environment, is attractive and a skill our clients often need in their own business.
- **How did you develop your relationship with William?** We spoke on a regular basis. William made an effort to check in with me every 2/3 weeks, updating him on any new positions that he could be considered for. With his warm personality, it was a pleasure to work with him, I really wanted to help him succeed. William also went the extra mile in his interviews, preparing well and showcasing exactly how he would be able to bring new clients in their business.
- **Did you meet face2face or was it mostly phone based? Did you do any Video calls?** Most of our discussions were via phone and video calls, but around 2 weeks ago I met him for a coffee catch up. At that stage, William had gone for 3 interviews with the same company so I wanted to talk through the opportunity in more detail and overcome any obstacles that would keep him in the race.
- **Did you put him forward to a number of roles? Through a number of interviews / have to share feedback and keep going?** Yes William went for at least 4 different interviews with various companies, I was determined to place him as I believed in his capabilities
- **What was exceptional about this process?** William and I connected well, and enjoyed chatting with each other. I was happy to work with William. As part of my role, I encouraged William, telling him, if it is meant to be, it will come his way.
- **How did you feel when you read his special message of thanks?** I was completely blown away, especially about how I was the only person who still believed in him! This was incredibly touching. And, as a positive outcome I have been contacted by a good few new people sending me their cv's and details.
- **Team work:** As we work in a tight team in South Africa, I focus on the candidate sourcing and we successfully presented William to our client via Jade Pretorius.



**William Solomons** • 2nd  
Entrepreneur | SaaS | IOT | UX | CX | Business Development | Sale...  
5d • Edited • 🌟 + Follow

While finding the right avenue to operate at my fullest potential I opted to go the entrepreneurial route which came with its own challenges. Entrepreneur by definition "to create products and services in extreme uncertain conditions" E. Ries; The Lean Startup. With mounting pressure and a global pandemic the odds was stacked against me from the word go. I started looking to get back into employment which proved to be even more of a challenge given the socioeconomic status quo.

Contacted by multiple recruiters on LinkedIn asked to complete psychometric tests only to never hear from the recruiter again.

Then came YOU! [Deidre Straiton](#) with par excellent people skills and empathy towards the candidates situation, making me believe again that there is a space in the market for me. Putting me forward for my first interviews in 3 years, failed all of them and yet you did not stop till we found a suitable cutting edge organization to place me.

You should be the example of recruitment and I would recommend you for years to come. [Antal International](#) is really lucky to have you on board. Wish you success and may you touch other people with your gift and your caring personality.

#recruiter #recruitment #people #employment



**Case Study:** Written by Deidre Straiton, Specialist Recruitment Researcher  
Antal South Africa team  
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