



Rebel Recruiters

Creating the foundations for future growth

Sector	<i>Recruitment consultancy</i>
District	<i>Nottingham City</i>
Number of Employees	<i>11</i>
Support received	<i>Workshops, adviser support, graduate talent grant</i>

The Client

Rebel Recruiters is a Nottingham-based recruitment consultancy specialising in the technology sector. It works with a diverse range of clients to source and place highly skilled candidates in a wide range of tech-based roles.

The business is run on clearly defined values and a commitment to CSR, to help clients and staff live happier, healthy and more rewarding work lives. It also aims to make the recruitment experience better and raise the expectations both of customers looking to recruit and candidates looking for a role.

[→ Watch the video](#)



The barriers to high growth

The company was founded in 2015 and underwent rapid growth between 2016 and 2018, but that growth hit a plateau in 2018.

It was then that founder and managing director Azar Hussain realised that in order to grow further, the business needed the processes and standardisation in place to take things to the next level.

It approached UpScaler for support in business planning and developing and defining the processes it needed to achieve its growth ambitions.

The UpScaler solution

Rebel Recruiters received ongoing support from an UpScaler business adviser, having conducted a diagnostic. Azar and his team also attended workshops on a host of subjects, including people and culture, finance, leadership and management, and business strategy.

UpScaler also provided financial support through the programme's graduate talent grant, as well as signposting to other Nottingham Trent University grant offers, to subsidise three new graduate placements and progress them into permanent members of staff.

The impact

As a result of UpScaler's support, the company has adopted a host of new processes, including payroll, customer service, staff development and standard operating procedures.

It has done a lot of work on defining its values and company culture, to help improve collaboration, teamworking and staff morale.

It has since moved into new offices in Nottingham centre, which gives it the capacity to grow further as it looks to break into new markets and build its recurring revenue streams.

"As a small business owner, it can sometimes be difficult to get your head above water. The support from UpScaler has given me the confidence to take a step back and really focus on the things that will help the business grow and become more resilient. As well as the practical support we have received, it's been great to be part of a peer-to-peer community where we can talk about the issues we are facing and share tips and ideas."

- Azar Hussain

