Liquid Friday celebrates its 15th anniversary by hitting refresh!

Monday 26 July, 2021

Umbrella payroll provider Liquid Friday is celebrating its milestone 15th anniversary with an enhanced service offering and vibrant brand refresh.

Launched in 2006, the Portsmouth business has gone from modest roots in a small city-centre office space, to supporting thousands of contractors and hundreds of recruitment agencies from its Head Office at Port Solent Marina.

Liquid Friday has expanded the scope of its services in order to add value and give the very best experience to its contractor and recruitment clients, and to foster a "feel good factor" which is reflected in bold new branding.

Joe Taffurelli, Head of Group Operations, explains the changes and why now was the right time to hit the refresh button.

"We're known as a business that pays people, and that's fine, but we want to be more to our clients, so that they feel they are part of a community where they are understood and fully supported.

"As an employer we are big on health and wellbeing, and this very much extends to our contractor workforce.

During the last lockdown we launched a free Virtual GP Service where the individual can book an online consultation with a UK-based registered GP 24/7. The service is available to the worker, their partner and children, with all costs covered by Liquid Friday.

More recently we have brought in a dedicated mortgage advisor to facilitate Liquid Friday contractors in applying for the most suitable mortgage deals. It's not unusual for contractors to have mortgages declined when they approach lenders directly, because lenders tend to lack understanding around how contractors are paid and the longevity of their income. This new service gives our clients the best chance of securing a mortgage, whether they are first-time buyers or homeowners wanting to switch."

In terms of our recruitment agency clients we are always on the lookout for opportunities that can add commercial value and help agencies scale.

In 2019 we launched our recruitment finance division Liquid Link, which provides fast, flexible invoice finance, giving agencies the funding and technology they need to accelerate quickly.

Looking ahead to next year, we plan to roll out a new software solution that gives recruitment agencies a digital interface with their clients and candidates, using tech automation and AI, so that consultants can work more efficiently.

We intend these enhanced services to be just the start of an ongoing evolution of Liquid Friday as the "home of contracting" for the UK's flexible supply chain.

It just so happened this comes at the same time as we celebrate 15 years in business, and of course as the country starts coming out of the pandemic and enjoying a bit more normality and freedom.

With such an outlook, we felt it was the perfect time to give the Liquid Friday brand and website an uplift, with a new bright look and feel that inspires energy and positivity. We hope that people love it as much as we do!"

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Liquid Friday

T. 02392883300
E. joe.taffurelli@liquidfriday.co.uk
W. https://liquidfriday.co.uk/

Additional Contact(s):
lynne.gowers@liquidfriday.co.uk

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