



# CASE STUDY

**Company name:** Andersen James Recruitment | **Company size:** 11-50 employees |  
**Industry:** Recruitment | **Location(s):** UK, USA, Europe and UAE

## About:

A fast-growing recruitment business with clients in the UK, USA, Europe and UAE.

## The challenge:

Looking to establish a real international presence around the globe. Andersen James needed to ensure they could transact in multiple currencies, as well as making sure their operations were fully insured in these markets.

## Our solution:

Expanding your operations internationally doesn't need to mean added complexity to managing your financial services.

We took a strategic approach to Andersen James' FX needs and simplified their insurance programme.



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# HOW WE HELPED



## Foreign exchange

Andersen James' first venture international was to expand operations in the USA. This meant they needed an FX partner that could support them with their long-term foreign currency exposure.

We worked with the company to establish an international payment solution that allowed them to receive payments locally in US Dollars and lock in favourable rates, converting this into a forecastable GBP value. This gave them the capability to future plan effectively at a time of rapid growth, by mitigating their risk of currency fluctuations.



## Commercial insurance

The company also needed support with extending its insurance programme to meet their coverage requirements in America.

Their previous insurance broker had advised them that they needed a separate policy to cover that exposure in this market.

However, we were able to go to market and place an improved policy, at cheaper premiums, with a single insurer that extended their cover to the USA – thereby saving the company additional cost and administrative burden.



## Business protection

Impressed by our approach to managing their insurance programme, we were asked to look at their business protection.

The company had two main shareholding directors but no shareholder protection, meaning the loss of one of the directors would leave the company at risk.

As we already had a deep understanding of the business and its directors, we were able to quickly source and place suitable shareholder protection that would support the business and prevent the company being left in a precarious financial position should the worst happen.

“Expanding internationally was a big move for us, and we needed partners who could keep up. WillU made the complex simple – helping us manage currency risk and streamline our insurance cover in a way that just made sense. Their support has been instrumental in enabling us to grow confidently across multiple continents.”

**Director**  
**Andersen James**

“Helping businesses like Andersen James expand internationally is exactly why we do what we do. By combining smart FX strategies with a simplified, cost-effective insurance solution, we removed barriers to growth and made it easier for them to focus on what they do best – building world-class recruitment partnerships.”

**Jack Lane-Matthews**  
**Group Commercial Director, WillU**