

CUSTOMER TESTIMONIAL:

Start-up Coltech wins with Odro

Coltech



With a mission to be at the forefront of rec tech, forward thinking start-up Coltech has attributed growth success to video interviewing, with over £100k written in just one month.

Coltech was formed in Chelmsford in February 2019 by co-founders Patrick Waites and Matthew Gilson whose vision was to provide clients and candidates with a high quality, low stress service. Less than 12 months in, the pair have already expanded with office spaces in London and New York and headcount quadrupled to eight in order to cope with the increased demand for their customer-centric service. As one of our most recent customers, with go live in October, we caught up with Patrick a month on to see how he was getting on and to understand the impact video has had on his business.

A Key Differentiator

With over 40,000 agencies registered in the UK, carving a place in the market as a start-up is no mean feat. But with ambitious growth plans, Patrick knew he had to find a way to stand out from his competition. He says: "As a new agency entering the market, we knew we had to find a way to differentiate ourselves. From the outset Matt and I agreed that we wanted to be at the forefront of recruitment technology, making sure we're offering clients as much value as we can.

"With that philosophy underpinning our strategy, the idea of adding video interviews to our offering was a no brainer. We had a look at a couple of options available on the market and fairly quickly identified that Odoro was the best by far. Compared with other platforms we looked at, theirs offers unparalleled ease of use and lots of additional functionality that other systems just don't have. Partnering with them was an easy decision."

“

As a new agency entering the market, we knew we had to find a way to differentiate ourselves.

”



Patrick Waites

A Better Way

Odoro was developed to change the recruitment process for the better, giving everyone involved in the process back the two things they value most; time and money. Patrick explains how this has worked for his business: **“Having video adds value to our clients in so many ways but the main way it has helped us is the speed at which placements can be made. Since we started fully using Odoro last month we’ve written 10 deals as a direct result of using the software.**

“Having candidates complete solo interviews through the platform has literally cut the process in half. Most of our deals on contract now come directly from solos. Clients love it as it saves them a huge amount of time. And with time savings comes cost savings and much reduced placement delays.”

Unprecedented Growth

So there’s little doubt that Patrick and Matt have managed to make video a success for their business. But what has this meant for their bottom line?

Patrick says: “The decision to adopt Odoro has brought us loads of success already. We saw the value of the product really quickly so we made a strategic decision to implement it in everything we do. We pushed it hard throughout the business and the results have been nothing short of amazing! All our clients are using the platform to conduct interviews and our consultants are using the Capture feature for business development, which has also really helped us to stand out from the crowd.

“In terms of tangible results, we secured nine client meetings using Capture in the last month and, as I mentioned earlier, we’ve written 10 deals from solo interviews, again within a four-week period. That’s over £100k of business to us which, as a start-up, has given us the opportunity to grow much quicker than we ever thought was possible.”

Win-Win

When asked if he would recommend Odoro, Patrick says: **“Without a doubt. If I was asked to rate the solution, I’d give it 10 out of 10. Odoro has really helped our business separate ourselves from the pack. We’ve embedded it in everything we do and are looking forward to a long and successful partnership moving forward.**

“The implementation was straight forward and the team at Odoro have been fantastic from start to finish. They’re always on hand to offer support when needed. And with this, adoption across the business has been brilliant. Plus, because we’re seeing results from the get go our consultants are really, really bought in. Plus, our clients are loving it too – it’s win-win.”

“Odoro has given us the opportunity to grow much quicker than we ever thought was possible.”

