



Patrick Waites | Co-founder

Agency Overview

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. The business grew quickly and now employs six staff from office spaces in London, Amsterdam and New York.

Business Challenge

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. Compared with other platforms we looked at, Odro offers unparalleled ease of use and lots of additional functionality that other systems just don't have.

The Outcome

Having candidates complete solo interviews through the platform has literally cut our process in half. Most of our deals on contract now come directly from solos. It saves our clients a huge amount of time. And with time savings comes cost savings and much-reduced placement delays. In terms of tangible results, we secured nine clients meetings using Capture and wrote 10 deals from solo interviews in just one month. 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 possible.



3 times annual investment

Over 100k written in just 1 month

“ If I was asked to rate the solution, I'd give it 10 out of 10. Odro 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 Odro has been fantastic from start to finish. ”



Company Profile

FOUNDED
2019

MARKETS
Microsoft & Cloud

HEADCOUNT
6

JOB TYPES
Permanent & Temp

ODRO USER SINCE
October 2019

LOCATIONS
UK, Netherlands & USA

ANNUAL INVESTMENT
x 3 BACK WITHIN
18 days

FAVOURITE FEATURE
Capture™ & Solo Interviews