



Chris Morrow | Managing Director

Agency Overview

Our customers are both our clients and our candidates whom we value in equally high regard. We are a small recruitment agency with a global reach. Our clients are spread across a wide range of industries including Banking, Insurance, Supermarkets, Retail, E-Commerce, Digital Agencies, Renewable Energy and Airlines.

Business Challenge

We initially signed up with a competitor as it was a cheap option. Sadly, the user interface was very clunky so it took up a serious amount of time every day. I loved the UI and ease of use of the Odro platform, and I knew that our clients and candidates would feel the same way. So I made the switch and we haven't looked back since. Having Odro on board has helped us grow. Internally it has let us hire the best talent for our team, irrespective of physical location.

The Outcome

Using Odro has allowed us to truly differentiate our service from our competitors. We have productised our Odro offering, which is now called Synergy, and we now sell that retained service to new customers every single time we have the opportunity. We use the Live Interview feature to record podcasts and testimonials for our marketing campaigns. And we use Capture™ for business development, candidate sourcing, interview prep and internal staff training on systems and processes too.



+50% of clients pay upfront for perm & executive roles
2,000% ROI on our yearly investment in 2 years

Company Profile

FOUNDED
2017

MARKETS
Technology & Creative

HEADCOUNT
8

JOB TYPES
Permanent & Temp

ODRO USER SINCE
November 2018

LOCATIONS
UK & Australia

ANNUAL INVESTMENT
BACK
2,000% in 2 years

FAVOURITE FEATURE
Capture™ & Shortlists

“ Signing up with Odro has been one of the top three best decisions we have made from an operations perspective since we started Digitalent in 2017! Using Odro has given us a weapon in our arsenal with proven results that has allowed us to switch a large percentage of our current clients from contingent to exclusive and oftentimes retained. ”