



Peta Dumergue | Head of Programme Management

## Agency Overview

Kinetic was founded in Wellington in 1997 and has enjoyed continued growth since then. The company recruits from four office locations across Australia and New Zealand, delivering the full spectrum of recruitment, career advice and management services. Key to Kinetic's success are its values, people and processes. The team boasts an impressive 92 per cent fill rate.

## Business Challenge

WCovid-19 is what initially led us to look at video software. We had to ensure we could still deliver the same quality service to our clients from a distance. We focussed on two suppliers but Odro stood out as the front runner. The sheer range of options the platform provides, as well as the continued enhancements, is what sold us. It also integrates directly with our CRM which makes it seamless to use and ensured adoption from the get-go.

## The Outcome

Odro has enabled Kinetic to deliver a seamless service, in particular through the tough covid-19 times. It has also allowed us to disrupt recruitment in that we're now working differently in an industry that has always relied traditionally on face-to-face meetings. It has pushed us out of our comfort zone while leveraging a changing market. It has also supported the need for speed in presenting candidates in a professional capacity.



Odro has had a massive impact in a very short time  
3 times our annual investment within just 6 weeks

## Company Profile

FOUNDED  
1997

MARKETS  
Generalist

HEADCOUNT  
25

JOB TYPES  
Permanent & Temp

ODRO USER SINCE  
June 2020

LOCATIONS  
New Zealand & Australia

ANNUAL INVESTMENT  
x 3 BACK WITHIN  
6 weeks

FAVOURITE FEATURE  
Shortlists

“  
Odro is an exceptional tool. The onboarding process ensured adoption was there from the start. The feedback from clients and candidates has been great. They've both been really impressed with the professionalism and speed to shortlist that the technology allows us to deliver.  
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