



## Agency Overview

Talent Today is a video-focused recruitment company working in the IT sector. Our main selling point is fast-tracking the recruitment process by conducting first stage interviews for the hiring manager. So Odro plays a huge part in everything we do.

## Business Challenge

My intention when starting the business was to be a video-focused agency, leveraging the tech to speed up the process for my clients. Odro's features are the best in the market by far so choosing them was a no-brainer. The people you deal with and the support you receive from the team is incredible. I had no doubts I was making the right decision when I signed up and it has been proven time and time again since.

## The Outcome

When Talent Today was launched in the middle of the pandemic, we had to be seen to be offering our clients better service and doing something different to really stand out. Odro has been a game-changer for us. In just six months we've won four recurring clients and made seven placements. Plus we've got many more in the works. Numbers-wise, we've made 20 times the year one cost of the platform back already!



**We've made 20 times the year one cost of the platform back in just six months!**

## Company Profile

FOUNDED  
2020

MARKETS  
IT - Project Delivery

HEADCOUNT  
2

JOB TYPES  
Contract & Permanent

ODRO USER SINCE  
November 2020

LOCATIONS  
UK

FAVOURITE FEATURE  
Capture™

“Odro has been a revelation. I was told it was good, but that doesn't quite cut it. It's been a complete game-changer for us, helping us really fast-track the recruitment process for our clients. It improves the client and candidate experience too, and gives us a USP in a market that's hard to stand out in. I can't recommend the tech or the company highly enough.”