



Tailster



Case Study Data:



UK



Mobile Tech



Saved £54,000



6 Month + Ongoing

Job function:

Tech, Design, Marketing,
Sales, Operations

Level:

Team Member,
Management

About:

Founded in 2014 by a team of pet lovers with the ambition of making the lives of pet owners easier, Tailster is a leading UK online platform for pet care services. It gives dog owners complete peace of mind that their loved ones are in the best possible care whilst they are away.

Think of Tailster as the friendly concierge that helps find the perfect home for dogs whilst their owners are away – somewhere safe, clean and fun for dogs, yet affordable and convenient.

Tailster has fast become the UK market leader in all services such as dog boarding, dog sitting and dog walking, cat sitting and small animal care – quickly building to over 350,000 signups.

Challenge:

Tailster have received funding of ca. £3m to date and it has been imperative to grow in line with their forecasts – getting the right people in was fundamental to achieving this.

Tailster's challenge was to maintain and improve their platform whilst simultaneously growing their customer base. This had significant impact on their potential growth as they needed to improve their customer service care whilst continuing to greatly accelerate customer acquisition.

Recognising the need to accelerate their headcount growth in order to meet user demand, Tailster embarked on a journey to find a trusted onsite Recruitment as a Service (RaaS) partner to complement their team's efforts on their next phase of headcount growth.

Approach:

After considering several onsite 'Recruitment as a Service providers', Tailster identified Troii as their preferred choice to gain flexibility and agility on their hiring process. This was based, in large part, on Troii's experience delivering tech and digital talent to high growth mobile app start-ups. Another aspect that attracted them to Troii was their commitment to a diverse hiring process whereby they took steps to ensure there was no bias at all when presenting candidates.

"We brought in Troii because we had a spike of hiring post funding that we needed to be completed as soon as humanly possible. Bringing Troii into Tailster has delivered results beyond our expectations. They saved us more than double what we would have spent through agencies and, more importantly, time. They felt like part of the team, and not only understood our culture but were fully part of it – we saw them as an extension of our team and most candidates believed the same too! Not only did they make the hires we needed across our different business functions, they streamlined our processes and took on the responsibilities that we didn't have time for. I would highly recommend them to any company looking to scale up. They did a fantastic job – filling every role we gave them – and we will be using them again and again."

Indy Sangha, CEO at Tailster