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Company **TalkingCV, UK**

A software development company from United Kingdom have developed a revolutionary Interactive Recruitment Solutions which is targeted at Human Resource (HR) & Recruitment Industry. The company wanted to enter Indian market to leverage the potential of Recruitment.

Industry Software

Background The principal company, TalkingCV Limited is in IT Products and Services business in London, United Kingdom. TalkingCV is a revolutionary Interactive Recruitment Solution developed by the company. The 3 dimensional interactive audio/ video interviewing solution will be useful across all the industries to facilitate selection process thereby optimizing the cost.

Challenge Recruitments are done across all industry segments at various levels. Hence market seems to be very large requiring great geographical penetration. So initially, company expected to appoint many reseller partners across the Country.

Our Approach We approached many possible user companies, recruitment companies/ consultants, reseller partners in the domain. It became clear that it was not just a reseller network that was required but a complete HR service offering which would differentiate the solution in the market. A company was identified with expertise in HR domain and proposed a Joint Venture between these two companies.

Implementation A Joint Venture between UK company and the Indian company is being formed to offer value added solution to the market. Both these companies have complementary skills to develop and offer value added solution.