



CIELTM

HR inspired by science



CASE STUDY

BACKGROUND

A logistics start-up with an aim to empower the goods transportation network in India with technology and better networking. An aggregator of trucks which prides itself in creating an ecosystem for every participant and manage the entire goods transportation lifecycle.



CHALLENGE

The firm was growing and its employer brand was not one of the most renowned in the industry. We had this responsibility of conveying the value proposition of the employer brand to the prospective candidates and attracting them to it. They needed the best talent available in the market, especially in the crucial stage of building the firm. The compensation philosophy was to pay market rates and not make the salary offer the compelling reason for someone to come on board.

Further, to support the expansion of the company, they needed people for fixed-term roles. They wanted candidates who could communicate fluently in multiple languages. We had to develop the value proposition for Temporary workers and create the systems within the company to absorb the temp employees into the business.



SOLUTION

The company needed HR processes for onboarding and off-boarding the temp employees (deputees) smoothly, run their payroll effectively and comply with statutory requirements timely. The idea was to put a system in place that lasts long and meets all compliance norms. Moreover, we had to deliver a positive experience to the deputees and thus help their Employer brand grow.

CIEL's processes backed by technology and its extensive pan-India presence ensured rigorous execution of the statutory conformity and a smooth onboarding process. This helped build trust and comfort among the deputees in the company.


CIEL's internal database was critical in filling positions for which resources were limited in the online databases. CIEL used its network of contacts to attract suitable talent for these roles. A team focused on this client engagement was put in place to draw talent from the market on a continuous basis.



BUSINESS BENEFITS

They were able to fill the key roles in the company and build the organization on a timely manner launching them into the next bigger league. Temp Staffing as a method to fill their fixed-term roles got developed along with its operational mechanics. Aided by a stronger employer brand, they are able to attract talent in larger numbers and relative ease





Illustrative List of Full-Time Roles filled	Illustrative List of Fixed-Term Roles filled
Transport Co-ordinators	Project Associates
Digital Marketing Manager	Customer Success Executives
Senior account Manager	Sales Officers
Regional Sales Manager	Tele-callers
Area Sales Manager	Customer Support Associates
Team Lead Operations	IT Helpdesk
JAVA Developers	Documentation Executive
PHP Developers	Data Entry Operators

