



# CASE STUDY



## BACKGROUND

A unique start-up in the FMCG sector which has premium brands aimed at urban consumption. They take pride in calling themselves a mix of Experience, Vigour and Entrepreneurial ambition. To match their growing scale of operations, they required 500+ Sales Representatives spread across India.

## CHALLENGE

One of the biggest challenge was to get the team across the country in a short span of time. Moreover, they being a start-up, the recruitment processes were not defined; the rhythm of interviewing candidates, delivering them a positive experience and closing the loop was not established.

The client was fully dependent on its network of a few distributors for making their products available to customers across the country. They needed the Sales Representatives on their full-time roles spread across India to urgently expand the distribution network and create the necessary impact in the market.

## SOLUTION

CIEL designed an RPO (Recruitment Process Outsourcing) engine that had 4 members on-site, of which 2 were Recruitment specialists and 2 Operational Specialists handling post-recruitment needs. CIEL's offices across the country were pressed into action to attract candidates, screen them, organize recruitment drives in co-ordination with the respective line managers of the client organization and communicate feedback to candidates. CIEL deployed a combination of approaches to source candidates: Direct Sourcing, Employee Referral Programs, Micro-marketing initiatives and external vendors.

A dedicated Project Manager owned up the execution. He bridged the client's HR team, the line managers, CIEL's 4-member onsite team and geographically spread delivery teams to ensure that the project ran on time and recruitment process quality was maintained. The course-corrections were directed by the Project Manager on daily basis. It was an intense engagement.

## BUSINESS BENEFITS

The client was able to build its team as per the project plan and induct the new team into action. The lost opportunities

to raise their sales came down and they could start a mass media marketing campaign soon as per their plans.

Further, the innovations such as carrying focused marketing programmes to attract candidates and field interviewing methods raised our client's employer brand in the minds of the target pool of candidates. CIEL continues to stay engaged with the client providing various other solutions such as talent mapping solutions, staffing and contingency hiring service.

Illustrative List of Full-Time Roles filled

➤ Sales Representatives