CASE
STUDY

BACKGROUND

$2.5 billion online food tech platform delivering food to people from neighbouring restaurants. They are a fast-growing company spread across the country. They need to fill roles across multiple functions in the organization.

CHALLENGE

They need talent across various locations in the country. Being a fast-growing company, they needed to fill these roles quickly. They needed their recruitment team to have access to the local talent pool at each location, be able to present the employer value proposition meaningfully and attract the best to the company. Some of these roles are outsourced to a third-party.

SOLUTION

CIEL had to develop a value proposition so that the same can be communicated uniformly across all the relevant nooks and corners of the talent markets. CIEL's extensive geo-presence helped the cause by putting together a team across locations in India and sourcing candidates.

We were able to attract good number of candidates locally at respective markets so that the managers got adequate number of candidates to choose from. Secondly, CIEL's tech-enabled processes helped thorough execution of the entire process right from smooth onboarding of the selected candidates to the statutory compliances.

CIEL assigned an account manager to lead the engagement in its entirety. The account manager ensured that the right delivery team worked on the tech roles and recruiters at various branches worked on the non-tech positions to be based locally at their branches.
To manage the peak of the recruitment, CIEL dedicated a recruiter to operate from the client location to help maintain the rhythm of interviewing the candidates, delivering them a positive experience.

Apart from the technology tools at work, the account manager at CIEL was supported by HR Ops team to gather leave and attendance details, run the payroll, handle queries of temp employees and interface with the line managers.

BUSINESS BENEFITS

CIEL reduced the time to hire and quality of hire by bringing to the table a bunch of well-qualified candidates. CIEL's context matching algorithm coupled with the experience of its recruiters prevented unsuitable applicants to creep into the interview queue, thereby improving effort utilization of the line managers.

The dedicated team of CIEL hired across all levels right from fresher to senior level roles and in permanent as well temporary roles. CIEL could become a one-stop shop for all their recruitment needs.

With smooth HR processes and the best people on board, retention of the temp employees has improved.

Moreover, the program ran as per the budgets and CIEL ensured high levels of satisfaction among the line managers and the deputees on a sustained basis.

ILLUSTRATIVE LIST OF FULL-TIME ROLES FILLED:

- ➤ UI Developer
- ➤ Python Developer
- ➤ Django Developer
- ➤ Backend Developer
- ➤ Product Solution Engineer
- ➤ Business Analytics
- ➤ System Administrator
- ➤ Office Admin
- ➤ MIS Executive
- ➤ HR Executive
- ➤ Customer Support Executive