



CIELTM
HR inspired by science



Case Study

Background

A global leader in PU footwear based out of Southern India. They are a growing company and to support their growth they needed a partner that can support their hiring needs pan-India.

Challenge

The firm was growing and we had this responsibility of conveying the value proposition of the employer brand to the prospective candidates and attracting them to it. They follow a process to ensure that they hire the best of talents.





Solution

CIEL's senior recruiters worked closely with the client to develop a realistic preview of the job and the value proposition. This was taken to the market by CIEL to attract candidates. CIEL was proactive in mapping key markets and was thus able to attract 90% candidates from the leading FMCG players.

Further, we had to innovate the value proposition for part-timers to serve at different locations pan-India. The senior management and the directors of the company were personally involved in the hiring process and the candidates were assessed for their cultural-fitment.

Business Benefits

CIEL reduced the time to hire and increased the success rate of the interviews, thereby delivering cost savings. Further, CIEL reduced the time to resolve queries and increased the satisfaction levels of the stakeholders, boosting the productivity of the client and the Employer brand.

The client did not have to go to different service providers for filling each of their needs. CIEL became their one-stop shop to fulfil all kind of talent needs.

CIEL has emerged as the holistic Talent Partner of the Client.

Illustrative List of Roles Filled:

- **Marketing Associates**
- **Territory Sales Officers**
- **Territory Sales Manager**
- **Area Sales Manager**
- **Regional Sales Manager**
- **HR**
- **Finance**
- **Production**