

# CASE STUDY



and part-time roles. Like most other growing companies, they need speed and collaborative engagement.

## SOLUTION

CIEL noticed that the company was growing and its employer brand was not one of the most well-known in the industry. We had this task of conveying the value proposition of the employer brand to the prospective candidates and attracting them to it. Further, we had to innovate the value proposition for part-timers to serve at different locations pan-India.

The company needed robust HR processes for onboarding and off-boarding the temp employees (deputees) smoothly, running their payroll timely and accurately. The idea was to deliver them a positive experience and

## BACKGROUND

An express logistics service provider which provides solutions to industry sectors like Hi-Tech, Automotive, Engineering, Pharmaceutical, Electronics & Electrical, Lifestyle and Retail. The company was diversifying into domestic cargo, air express and 3PL lines of business. They needed to fill full-time roles, fixed-term contractual hires

strengthen the Employer brand.

CIEL's tech-enabled processes and the extensive geographic presence not only ensured rigorous execution of the statutory compliances but also provided the much-appreciated local connect with the deputees and their supervisors. This created a high degree of trust and comfort among the deputees in the company.

Moreover, CIEL's Operations Hub seamlessly worked with the line managers and the deputees to gather information and answer queries with speed. This structure freed up time of the Head Office and the internal sponsor of the outsourcing project.

## **BUSINESS BENEFITS**

CIEL deployed a work process that was simple and flexible for the stakeholders. The teams were satisfied with the speed and accuracy of the actions leading to savings in time and cost. Employee engagement was at a desirable high. On the whole, the outsourcing program not only saved cost but increased stakeholder satisfaction.

CIEL's context matching ability coupled with the experience of its recruiters found the right talent for a wide variety of roles

that they needed to fill. They did not have to talk to different agencies for fulfilling different needs. CIEL became the exclusive one-stop shop for all their talent needs.

### Illustrative List of Full-Time Roles fulfilled

- Chief Information Officer
- Data Scientist
- Regional Operations Head
- Hub Manager
- Linehaul Operations Head
- Sales Manager
- Pick-up and Delivery Engineer
- Head - Health and Safety

### Illustrative Roles for Temp Resourcing

- Scanning Executives
- Customer Service Executive
- Data Entry Operators