

CASE STUDY



product development. Further, they require people to be deployed at their clients for fixed period projects.

SOLUTION

CIEL noticed that they needed to Recruit Specialists for their full-time roles which were largely strategic in nature; had the potential of creating a significant impact on the company's product roadmap and business strategies. The challenge here was to develop a meaningful value proposition for the potential candidate and present it in a compelling way.

CIEL's senior recruiters worked closely with the line managers and the HR team to develop a realistic preview of the job and the value proposition. This was taken to the market by CIEL to attract candidates. We

BACKGROUND

Our client company has a portfolio of products in CRM (Customer Relation Management) & CEM (Customer Experience Management) catering to the needs of businesses in Retail, banking, education etc. They are 1000+ full-time employees and need highly skilled and experienced IT resources to match the demand cycles of



worked with the applicants as well as the interviewers at the client place to ensure that the candidates experienced quick turnaround and professionalism all through the selection process.

Further, we noticed that they had a crying need to hire IT Specialists for short periods of time to match the requirements of the product development life cycle and implementation of projects. Here the challenge was not only to attract highly specialised talent for short period of time but also to engage with them meaningfully during the contract period so that they are clear about the assignment and do not leave mid-way.

CIEL's recruiters in IT contracting business got into action to not only identify and attract the best-matching candidates but also used their experience to go through the selection process at client end quickly, communicate the results, negotiate the offer and bring them on board at the earliest. Their client sites being spread across the country required the deputees to be sourced from the respective cities. CIEL's pan-India presence and the collaborative working style within the organization helped the cause significantly. The teams across various locations shared a common understanding of the requirements,

provide a consistent experience in terms of candidate quality and the quantity.

The temp employees (deputees of CIEL) being highly skilled required HR support of high order. Accordingly, CIEL assigned the right people from its Operations Hub and the Account management team so that they are able to answer deputees queries promptly and sensitively. The relationship with the deputees was managed proactively, thus increasing retention and their satisfaction.


The client rebadged other temp employees to CIEL payrolls seamlessly without any disruption in their work. CIEL's team from its experience was able to carry out the transition smoothly and without any cost implications for the client.

BUSINESS BENEFITS

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, right from full-time roles in IT as well as various other functions in the organization to fixed-term roles in IT product development to Project implementation on-site.

Moreover, they ran all the programs as per the budgets in spite of the rebadging





process. CIEL ensured high levels of satisfaction among the line managers and the deputies on a sustained basis.

Apart from the high quality HR support, CIEL delivered value in identifying the right people and attracting them to the roles there. While presenting the value proposition, we ensured realism and hence, avoided loss of productivity due to post-joining dissonance.

Full-Time Roles fulfilled

- Project Manager
- Delivery Manager
- Business Analyst

Fixed Term roles filled

- Dot-Net Developer
- Manual Testing
- SQL Migration

