

# CASE STUDY



## BACKGROUND

One of the world's leading component supplier in the wind industry for blades, service and logistics support. They are expanding their business globally. In India, given the policy thrust on renewable energy, they have a huge focus on their India business to expand quickly.

## CHALLENGE

The client company follows a very flat structure of leadership; they hire experts in their respective domains and encourage them to work in a highly empowered environment. They follow a rigorous recruitment process to ensure that they are not only hiring the experts but also people with the right culture-fit. The challenge for CIEL was to adopt the rigour and match the speed : they had a very short window of time to complete the hiring for their plant.

## SOLUTION

CIEL targeted a list of companies in the region to source candidates with relevant experience. It was like hand-picking the best. Our team visited the site, interacted with senior managers of the organization and understood their style of working and their culture. This helped us get a fix on the competencies to be assessed. Our team developed the behavioural indicators to look for and evaluate against.

With the sourcing ground and assessment parameters finalized, CIEL put together a team of consultants led by an Account Manager with relevant experience to deliver on the project. The OpMech of the solution was detailed and discussed with the Client.

The plant being new in the region, CIEL team had the unique task of conveying the value proposition of the employer brand to the prospective candidates and attract them. CIEL ran a marketing campaign among the target population to spread the awareness and generate interested candidates.

CIEL's Resume Relevance Algorithm further helped in shortlisting the best candidates from the incoming applications. The Account Manager kept focus on the assignment by tracking the progress on daily basis against the delivery schedule and making course-corrections to ensure that the conversion in interviews was as per the plan.

## 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.

CIEL could replicate the rigour in hiring meeting client's expectations. The employees recruited have been happy working in the new plant and the learning opportunities.

The Client trusts CIEL as their exclusive vendor for all their recruitment needs, right from junior to mid and senior roles.

Illustrative List of Full-Time Roles filled:

- Head Production
- Team Leader- Production
- Purchase Executive
- TL- Production
- TL-Maintenance
- Assistant Manager- Continuous Improvement
- Senior Manager- Projects
- Production Engineer
- QC Inspector
- Account executive
- Sr. Executive/AM- HR
- HOD-Quality and Process
- Sr. Project Manager
- Executive Associate/DM-Quality
- Service Technician
- HR executive