



CIEL HR

CASE STUDY





Background

The client is a group with over 9 decades of legacy with a turnover of above 6.5k and has diversified businesses in FMCG, hospitality and infrastructure. They needed to hire sales representatives for their General Trade

Challenge

The client faced various recruitment challenges. They need talent across various locations in the country. They faced major challenges during their peak season. 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's extensive geo-presence helped to source candidates in different parts of the country. We were able to attract a good number of candidates in the respective markets and this enabled the managers to choose from a larger candidate pool. 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 along with a dedicated team. This helped improve the recruitment TAT. Apart from the technology tools at work, the account manager at CIEL was supported by the HR Ops team to gather leave and attendance details, run the payroll, handle queries of temp employees and interface with the line managers

CASE
STUDY

Business Benefits

Client's growth projections were met timely by CIEL's Staffing Solutions delivering seamlessly across India. CIEL's expertise in hiring the right talent and providing timely services helped the client meet their schedule. CIEL's pan-India presence coupled with the experience of its recruiters reduced the time to hire and improved the quality of hires by bringing to the table a bunch of well-qualified candidates. This helped the client to meet their peak demands better and were able to serve their customers up-close and better

Illustrative List of Roles Filled:

- Professional Sales Representatives for General Trade



CIEL HR

CASE STUDY