



CIELTM
HR inspired by science



Case Study

Background

An USD 2.5 Billion MNC with around 8 decades of experience in the consumer durables segment wanted Retail Sales Promoters to promote their products exclusively in retail outlets and enhance their sales in modern retail

Challenge

The client had requirements that were spread across India. The talent acquisition team had to understand all their needs and source suitable candidates and bring them for the interview.

Secondly, CIEL identified that there was a gap in terms of the care given to the contract staff and that their handling of their grievances.





Solution

CIEL's extensive geo-presence helped maintain a steady flow of candidates and their tech-enabled processes guaranteed a thorough execution of the statutory compliances. CIEL conducts monthly training sessions of the deputees with their supervisors which helped establish 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.

A SPOC was assigned to handle this project, which ensured that all the critical queries were addressed promptly.

Business Benefits

Client's growth projections were met timely by CIEL's Staffing Solutions delivered seamlessly across India. CIEL aligned its sourcing efforts to get candidates who lived in the near vicinity. Further, CIEL reduced the time to resolve depute queries and increased the satisfaction levels of the stakeholders, boosting the productivity of the client and the Employer brand.

Illustrative List of Fixed-Term Roles Filled:

Retail Sales Promoters