



CIEL HR

CASE STUDY





Background

A major Japanese multinational electronics manufacturer and one of the largest makers of consumer electronics in the 20th century. It offers a wide range of products and services, including consumer durables, automotive and avionic systems, as well as home renovation and construction. They wanted to hire Inshop promoters, Regional Sales officers, MIS Executives

Challenge

The current vendor was not able to understand the issues of the client. As a result their queries were not properly addressed. With payment delays and clerical errors starting to hurt the client's reputation, the overall service quality of the vendor had slipped to new lows. The deputies' (temp employees) trust were also shaken due to the negligence and delayed salary

Solution

CIEL assigned a dedicated SPOC to address the queries of the client. The SPOC was able to understand the pain areas of the client and implement appropriate solutions to address the concerns. Further, leveraging the tech solutions of CIEL, it was able to reduce manual errors and ensure a smoother process flow. CIEL also improved the quality of the hiring process and helped identify suitable candidates quickly. The morale of the deputies were lifted with timely salary pay-outs and processes. CIEL was able to improve the service quality with regular follow-ups and process improvements

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Business Benefits

The drive to implement tech to improve processes helped improve the overall service quality. This helped restore the trust of the brand in the minds of their deputies and reduce attrition. CIEL also reduced the time to hire and increased the success rate of the interviews, thereby delivering cost savings. Further, CIEL reduced the time to resolve deputy queries and increased the satisfaction levels of the stakeholders, boosting the productivity of the client and the Employer brand

Illustrative List of Roles Filled:

- Inshop promoters
- Regional Sales officers
- MIS Executives