



RPO

CASE STUDY



CIEL[®]
HR inspired by science

Background

A Mumbai based Edtech startup that focuses on teaching coding to young kids. The online platform is made for children (ages 6 to 18) to learn programming and are then encouraged to create games, animations and applications.

It first expanded to the US market, receiving over 20,000 paid subscribers and has witnessed 100% month-on-month growth rate even during COVID-19 induced global lockdown. In June 2020, the company announced its plans for further expansion into new geographies including the UK, Canada, Australia and New Zealand; and post that it was acquired by a Bengaluru based Ed-tech unicorn.

Challenge

Given the fast pace at which the company was growing, the hiring numbers were huge & as the team was recruited to serve international markets the selection criteria was also very stringent. Apart from this some other challenges faced were virtual coordination & onboarding challenge for Bulk hiring during COVID-19 pandemic, high duplication due to the past multiple vendor engagement, constantly evolving Roles/JD's and a strict turn around time of 24 hrs across roles.

Solution

CIEL designed an Offsite Heavy Recruitment Model covering multiple roles for various geographies. We trained the members on the roles and developed centers of excellence to cater to the requirements quickly. Other than the offsite sourcing team, CIEL also placed with the client a 10 member Interviewer Team to work on candidate evaluations and shortlisting across initial Interview Stages. We dedicated 1 Program Manager, 12 Member Offsite Hiring team trained on the client recruitment nuances & 10 Interviewers worked closely with TA and Line Managers identifying best in class talent in the shortest possible time.

Business Benefits

CIEL worked closely with the Mid/Senior Management team of the client onboarding more than 150+ Full time employees over a period of 4 months. We played a vital role to ensure a steady flow of good quality candidates & rose to become their preferred hiring partner. Apart from this, our Interviewer team also assists them by validating multiple candidates per day going beyond the profiles shared by CIEL, saving them the cost & energy to focus on their core business.

Illustrative List of Full-Time Roles filled

- Sales Manager
- Manager - Teacher Recruitment & Training
- Team Lead - Operations
- Team Lead - Sales
- Phone Recruiters
- Relationships Manager
- Student Success Mentor
- Manager - Talent Acquisition
- Manager - Curriculum Support
- Technical Support Executives
- Director - Training
- Sales Director
- Assistant Curriculum Expert