



CIEL HR

CASE STUDY





Background

The company is a general entertainment pay television channel owned by one of the world's leading producers and providers of entertainment. With a strong presence in South India, the company started as an MSO offering cable TV services in the early 90s. Building on the foundation and experience of its cable network, the company expanded into broadband services in 2000 and has seen steady growth since then. They were facing hiring challenges in their company

Challenge

The client had an urgent requirement of resources in South India and was struggling to place the candidates on time despite having seven staffing partners. None of the partners were able to offer the needed recruitment support.

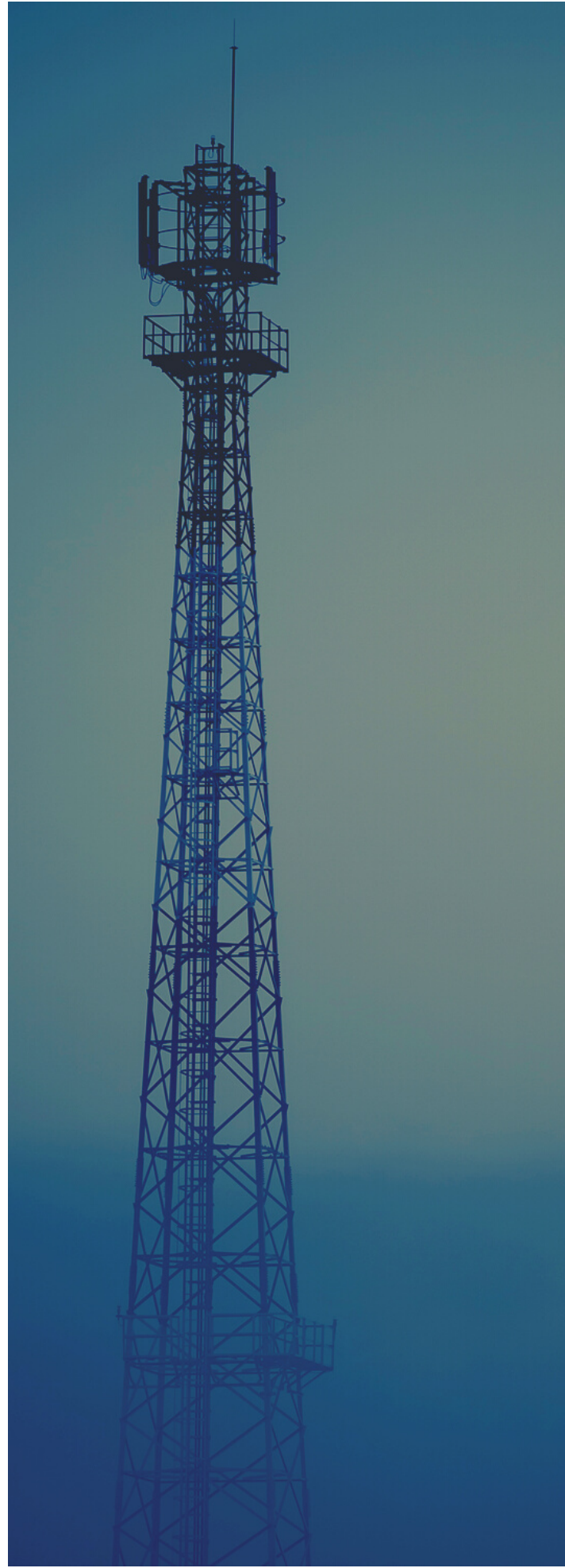
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Solution

CIEL HR was able to help the client by comprehensively understanding the requirements and conducting a swift evaluation of the 12 districts designated by client for recruitment. CIEL's large geo-presence helped in quickly assembling a team to handle the mandates, comprising a central single point of contact who had prior experience and was situated in the area to establish and manage relations with all the stakeholders involved. CIEL was able to attract talent from target companies and was able to hire 60 candidates in just 4 months. The entire process was closely monitored with regular recruitment status calls with the regional teams to ensure the process moved on time and delivered successfully.

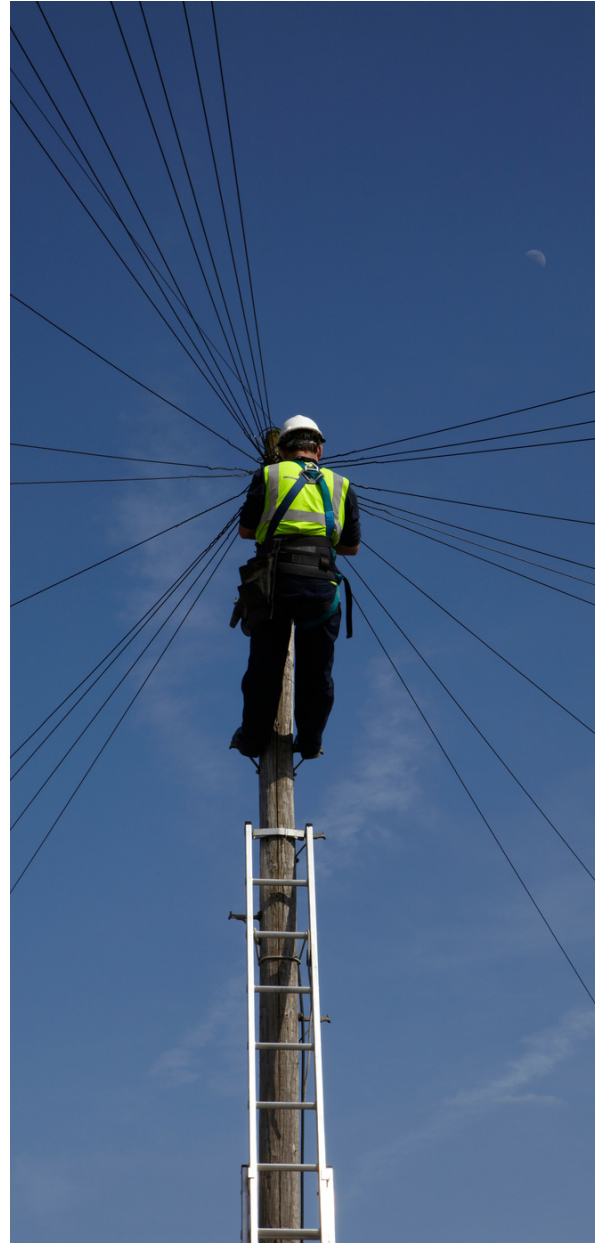
Business Benefits

CIEL implemented an efficient and adaptable work process that met the requirements of the stakeholders. The teams expressed satisfaction with the prompt and precise actions, which resulted in significant time and cost savings. Employee engagement reached an optimal level. Overall, the outsourcing program not only reduced costs but also enhanced stakeholder satisfaction. CIEL's contextual matching expertise, combined with the recruiters' experience, successfully identified the appropriate candidates for a diverse range of positions.



Illustrative List of Roles Filled:

- Field sales executives



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