



CIELTM
HR inspired by science



Case Study

A global leader in PU footwear based out of South India, ambitious of growing into new markets needed an HR partner that can bring the strategic muscle along with solid execution capability to support their talent needs pan-India.

Challenge

The firm was growing and we had the responsibility of co-crafting the value proposition for a prospective employee and presenting the same to the talent market in order to attract the best towards them. They knew about the limitations of their employer brand, yet they were determined to attract some of the best minds in the business to strengthen their talent capital.

Solution

CIEL's senior recruiters worked closely with the client to develop a realistic preview of the job and the value proposition. This was taken to the market by CIEL to attract candidates. CIEL was proactive in mapping key markets and was able to present the value proposition to all of them from the leading FMCG players.

Building a strong talent capital being a strategic priority, the senior management team along with the Directors had to be personally involved in meeting the interested candidates, discussing about the future plans and assessing the cultural-fitment.

Further, CIEL had to build a sales and operations team on the ground to match the expectations and aggressive growth plans of the company. Though the practice of having one's own sales team outsourced to a staffing agency is quite common these days, the company used the traditional models. They realized the need of having a dedicated team under the direct supervision of the sales leads of the company rather than using the resources of the distributor. CIEL offered its Staffing services to the company.





Illustrative List of Roles Filled:

- Marketing Associates
- Territory Sales Officers
- Territory Sales Manager
- Area Sales Manager
- Regional Sales Manager
- HR
- Finance
- Production

Business Benefits

The client did not have to go to different service providers to meet each of their needs. CIEL became their one-stop shop for all kinds of talent needs. This optimized their efforts in conveying their employer brand, attracting talent and finally onboarding the best.

CIEL team worked deeply with their managers right from the top level to mid level who defined requirements and assessed candidates. Thus, CIEL developed a clear understanding of their needs and could conduct in-depth assessment of candidates to arrive at the best-fit candidates. This reduced the cycle time to hire and increased the success rate of the interviews, thereby delivering huge cost savings.

For the sales and operations staff in the bottom of the pyramid, onboarding was done seamlessly setting a clear expectation that the work environment is professional and hence, the need of following discipline and integrity. CIEL worked with the company's HR team and business leaders to convey these expectations clearly, thus paving the way for a productive work environment. This helped the company build a performance-driven workplace.