



CIELTM

HR inspired by science



CASE STUDY

BACKGROUND

A leader in the business of engine cooling and sealing systems both for automotive and industrial applications. With an increase in production, the company was looking to hire talent for their existing plant.



CHALLENGE

The challenge was to hire automobile engineers for the client's plant in the outskirts of a city in the Western region of India. With a specific budget in hand the challenge was to hire semi-skilled workers.



SOLUTION

CIEL formed a team to focus on the project and appointed one of its senior members to lead the project. The team was responsible for diligently mapping the talent pool from skill development and engineering institutes, especially those with the skill-sets needed for the client: automobile, mechanical students. CIEL found suitable candidates from colleges in the Eastern part of India. Teams across East and West were responsible for screening the candidates over video interview platform.

The selected candidates had to travel to the client location for a face-to-face interview. With many of the candidates travelling out of the state for the first time, CIEL organised basic orientation and hygiene sessions for the candidates before their travel.



BUSINESS BENEFITS

CIEL was able to identify and mobilise matching talent from other parts of the country. This helped increase the brand visibility of the client. Facilitation in selection, food and lodging facilities created a positive word-of-mouth and a strong credence in the candidate community.





ILLUSTRATIVE LIST OF FULL-TIME ROLES FILLED:

- Associate Trainees
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