CIEL®
HR inspired by science

CASE STUDY

Building a Pan-India Service Workforce for Solar Operations

BACKGROUND

A residential rooftop solar company, founded in 2015, provides end-to-end solar solutions covering consultation, installation, financing, monitoring and maintenance. As the company continued to scale its residential solar business across India, it expanded its presence across Tier 1 and Tier 2 cities, with plans to reach 50 cities across key markets including Tamil Nadu, Andhra Pradesh, Kerala and Karnataka. This expansion created the need for a reliable, distributed service workforce capable of supporting customers on the ground through solar panel inspections, cleaning, maintenance and other service activities across multiple locations.

CHALLENGE

The Service Hero role involved physically demanding work, including carrying equipment to residential locations, inspecting solar panels, and performing routine cleaning and maintenance.

The role required candidates with a valid two-wheeler and driving licence, along with the physical ability to perform the job. These requirements made the role difficult to fill and contributed to high attrition, with the market standard for similar roles being around 40%.

The client also needed consistent operational support across multiple engagement models - Staffing, Consultant and NAPS - covering attendance, reimbursements, payroll-related queries and employee concerns.

THE CIEL SOLUTION

1. Rigorous Candidate Assessment
Physical tests, equipment demonstrations, face-to-face interviews and medical checks ensured candidates were fit for the role.

2. Continuous Employee Support
CIEL stayed connected with employees after joining, proactively identifying workplace concerns and supporting faster resolution.

3. Strong Operational Coordination
Regular client and internal coordination ensured timely updates, follow-ups and resolution of pending employee matters.

4. Integrated Vendor Management
BGV, ID cards, health check-ups and insurance were coordinated with regular data validation for accurate and timely closure.

CIEL
HR inspired by science

BUSINESS BENEFITS

CIEL enabled the client to build and sustain a service workforce across 50 cities, while improving candidate-job fit and post-joining support. The physical assessment, medical validation and continuous employee engagement helped reduce attrition from the ~40% market benchmark to ~25%. Regular coordination with the client and vendors also improved operational accuracy, enabled timely resolution of employee and documentation-related matters, and strengthened client confidence.

KEY OUTCOMES

- ***50 Cities*** *- Pan-India workforce deployment*
- ***40% → 25%*** *- Attrition reduced*
- ***3 Engagement Models*** *- Staffing · Consultant · NAPS*
- ***Continuous Support*** *- Post-joining employee engagement*
- ***Key Roles Filled*** *-* ***50*** *Service Hero Roles* ***per month***

CONCLUSION

CIEL's end-to-end approach enabled workforce deployment across 50 cities while reducing attrition from ~40% to 25%. Continuous employee support and stronger operational coordination also improved service delivery and client confidence.

CIEL®
HR inspired by science

Powering
#DreamsofIndia

Connect with us

www.cielhr.com

info@cielhr.com

+91 7816 000 111