



CASE STUDY

Building a Pan-India Retail Sales Workforce



BACKGROUND

A USD 2.5 billion MNC with around eight decades of legacy in the consumer durables segment wanted to strengthen its retail sales workforce across India. The requirement focused on building a reliable sales team to promote products across retail outlets and strengthen sales in modern retail.



CHALLENGE

- *The requirement was spread across multiple locations across India, requiring a consistent flow of suitable candidates for interviews and deployment.*
- *At the same time, CIEL identified a gap in the engagement and grievance handling of contract staff, creating a need for stronger employee connect and support.*



SOLUTION

Pan-India Talent Access

CIEL leveraged its extensive geographical presence to maintain a steady candidate pipeline across locations.

Technology-Enabled Compliance

Tech-enabled processes supported thorough execution of statutory compliance requirements.

Structured Employee Engagement

Monthly training sessions with deputies and supervisors helped establish stronger local connect and build trust among the workforce.

Dedicated Project Support

A dedicated SPOC was assigned to address critical employee queries and ensure prompt resolution.





Business Benefits

CIEL's staffing model enabled seamless workforce delivery across India while aligning sourcing efforts with candidates located closer to their respective workplaces. Improved employee connect and faster resolution of depute queries strengthened stakeholder satisfaction, supporting client productivity and the employer brand.

Illustrative Roles Filled:

- InShop promoters
- Demo Promoters
- Sales Trainees
- Sales Officers



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