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HR inspired by science

CASE STUDY

Enabling High-Volume Retail Hiring Through Operational Excellence.

BACKGROUND

A leading organised retail chain with an extensive store network across India required a reliable staffing partner to support its ongoing workforce expansion. With continuous hiring requirements across multiple roles, the client needed a recruitment and operations model that could ensure quick candidate onboarding, timely documentation, accurate payroll processing and consistent workforce availability.



CHALLENGE

The client operated with demanding operational timelines and required its staffing partner to maintain strict turnaround times across recruitment and employee management.

Key requirements included:

- *Same-day candidate joining with complete documentation.*
- *Monthly payroll completion before the 30th.*
- *Appointment letters, TP codes and ESIC cards within 24–48 hours.*
- *Increased recruitment capacity to meet growing hiring requirements.*
- *Faster resolution of operational and documentation-related issues.*

SOLUTION

01 — Strengthened Documentation & ESIC Processing
Partnered with a banking institution to address incomplete documentation and simplify the ESIC creation process.

02 — Expanded Recruitment & Operations Teams
Increased recruiter and Operations Executive strength, supported by continuous follow-ups to keep hiring and onboarding on track.

03 — Dedicated Local Operations Support
Deployed dedicated local executives to address location-specific operational issues and improve coordination with the client.

04 — Direct Client Coordination
Established stronger communication channels with client teams to minimise operational gaps, resolve pending matters and improve execution efficiency.

05 — Extended Operational Support
Extended support beyond regular working hours, including weekends and late nights, to meet client-assigned turnaround times.



Business Benefits

CIEL strengthened the client's recruitment and operational capacity to support high-volume hiring while managing time-sensitive onboarding, documentation and payroll requirements. Dedicated regional support, improved banking coordination and extended operational coverage helped minimise process bottlenecks and maintain hiring momentum across locations.

Key Outcomes

409 Positions Filled

Successfully closed 409 positions during October.

Same-Day Joining Support

Operational processes aligned to the client's same-day joining requirement

Monthly Payroll Discipline

Payroll operations aligned to the deadline before the 30th of every month.

24–48 Hour Documentation TAT

Appointment letters, TP codes and ESIC cards managed within the required turnaround window.



Illustrative List of Roles Filled

- *Cashier*
- *Packer*
- *Delivery Associate (DA)*
- *Trainee Officer*
- *Sales Associate*
- *Forklift Operator*



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