



## **Case Study: - 50 entry level for voice process**

**Client:-Pioneers in Shared Service Business**

**The Client** - The client is one of the First Companies to start a shared service business in India and a world renowned organization. For their voice process at Gurgaon they needed 50 candidates with very high analytical skills from Chennai. These 50 vacancies had to be filled within a month.

**The Need & The Challenges** - The client was looking out for 200 professionals across the country and wanted 50 from Chennai to maintain internal equilibrium.

The challenges with this mandate were many. First the client wanted the new recruits to be onboard within a month's time from Chennai to Delhi! The recruitment process had to be completed in one week. And the time to Offer and acceptance was 2 days.

**The Proposal and The Process** – Keeping in mind the challenge in terms of number and time frame we suggested that we do a joint activity. We suggested that a news paper advertisement should be placed for a walk in interview.

We hired a business center in the heart of the City and released a half page ad for a walk in drive in Chennai in a leading newspaper. We at GO handled the entire process.

The client expected around 1200 candidates to show up for the walk-in that lasted 2 days. They had a team of 4 individuals 2 from HR and 2 from operations to conduct the interviews. As we had been associated with the client for a long period we understood their business and its functionality. Our internal team of trained and experienced personnel helped us support the client and handle the drive. The Plan was made to handle the walk in – duties to the individual team members were allocated.



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However on the day of the drive there was an overwhelming response of **2000 individuals**. We could not make the candidates wait for long as it would create a lot of problems.

We had to come up with a new strategy to tackle the problem as soon as possible. We had already allocated a team but due to the massive turnout we had to mobilize more resources internally to partner with the client as well as change the process design.

On the spot we suggested a process change whereby the candidates walking-in would be screened at the time of registration by a GO recruiter. This ensured that we captured all data pertaining to candidates walking-in for the drive that also served as a good initial screening intervention.

At the registration counter we asked them 3 basic questions on education, Experience and willingness to relocate to Gurgaon with in the next 30 days. There response was captured on the CV itself and was kept in two files – One to Process and second Not matching.

The candidates who did not match the criteria at this stage were organized in groups of 10. Then a GO consultant explained to them as to why they did not match the requirement and were thanked for the interest shown in the organization and were asked to leave. We also informed them that we would get in touch with them in case something of interest came up – which we did later by email. This ensured that individuals were not made to wait for long hours and also the Clients organizational image was maintained.

The candidates who matched the initial screening criteria were organized in groups.



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Their resumes were forwarded by the coordinator to the GO consultant who was conducting the Group Discussions and other HR interviews on behalf of the client.

Only when in doubt the of a certain candidate's candidature was the candidate forwarded to the client's HR representative.

All the other candidates meeting the standards were forwarded to the technical panel.

The candidates who did not match the voice requirement, but were competent enough were short listed internally. They were presented to the client for their non-voice requirements at a later date.

Within 3 days of the drive the GO team coordinated the offer release of the short listed candidates. We even coordinated the acceptance of the offers and followed up with the candidates till they were on board.

In the end the **client released over 75 offers** in and it was among the most successful drives from both the Client's perspective as well as GO's.