

## Careernet Goes International: Supporting a Global Internet Giant with Hiring Software Professionals in the US



### The client

Our client is a global internet giant, with business operations ranging from e-commerce to data centers, digital content to publishing, and hi-tech to consumer electronics. Founded in the mid-90s as an online bookstore, the conglomerate now has a worldwide presence in cloud computing, artificial intelligence and digital streaming.

The company is featured in the list of world's most admired companies in consecutive years and has a global development centre in Bangalore, India.

### The challenge

Careernet has been working with the client's India office to recruit high-end tech talent successfully for over a few years. They recommended our capabilities highly to the US parent. The US office approached Careernet with a specific ask: they were unable to meet hiring targets at key US campuses for Senior Development Engineers with 2-8 years of experience. This requirement was for their Seattle, Sunnyvale and Vancouver offices. This was a unique pilot project, as the client had not engaged with any service provider based outside of the US for the hiring requirements in their home country.

### Our approach

Careernet offers three types of recruitment process outsourcing (RPO) models to meet the varied needs of organisations.

## Full-scale enterprise RPO:

A long-term engagement that involves outsourcing all the fulfillment and operations in their entirety.

## Resource-based RPO:

This model gives organisations tighter control over work allocation to TA team members and flexibility in designing the team.

## Project-based RPO:

It helps organisations tide over a spike for a few quarters or to scale TA expertise in new areas of growth.

For this client's specific requirement, we developed a custom RPO model to run engagements that would be mutually profitable. The model was designed to facilitate domain-specific talent sourcing suitable for the U.S. market

- We allocated a dedicated recruitment team to enhance processes through technology optimisation, address spikes in hiring, and find the right talent quickly.
- In the initial process we identified candidates who could complete the entire interview loop.
- We appointed a Program Manager and five onsite personnel to run and optimise the process, achieve efficiencies, and address any issues.
- As a result we achieved 110% of the committed SLA in the first three months of the engagement.

## The impact



Our team reached out to 2400 candidates.



1 out of 4 candidates who were interested got shortlisted for the next level.



Of the candidates shortlisted, 50% were processed to move to the assessment level after further screening.



70% of the eligible candidates appeared for the test.



28% of the assessed candidates were processed to the interview round and we achieved a success ratio of 1 in 5.5, at a 12 per cent efficiency gain.

## Our key differentiators

Expertise in hiring for domain-specific roles

### Research and analysis:

We gain a deep understanding of the client organisation's business, their specific requirements as well as constraints, preferences and challenges. This includes studying the current product market they are dealing in, their customers, domain-led skill requirements and more.

### Consultation and expertise:

We study the specific requirements of our clients and offer talent solutions and consultation services based on our analysis. Our vast network enables us to shortlist the right profiles across domains, industries and experience levels, quickly and at scale.

In this case, our client was looking to hire Senior Development Engineers, one of the most sought after profiles in the U.S. as well as India. The delightful experiences that we had delivered during our previous successful associations led to the company's trust in our ability to serve them back in their home country.

Since the role demands a high level of expertise, finding the right match across continents, while operating remotely from India, was a great opportunity for us to showcase our capabilities.

### Our deep screening and sourcing capabilities

The client's company guidelines required our recruiters to approach candidates only from the client's internal databases and LinkedIn.

Our recruiters identified the profiles within this subset that had not been a part of the client's recruitment process in the last six months, and were not currently being considered for other roles.

We processed suitable candidate profiles for further screening and online assessment.

As the final step, our recruiters shared the screened and shortlisted candidate profiles with our client's internal talent acquisition team.

The engagement was successful as we had designed a scalable RPO model, and tackled the screening and sourcing processes based on our functional domain expertise.

*Our client appreciated the partnership by highlighting the deep knowledge, experience, skills and expertise in domain and industry-based hiring that our recruiters showcased. We are now scaling up the engagement 3-4 times in the next 3 months.*



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