

CAREERNET HELPED A US-BASED SAAS UNICORN HIRE TECHIES FOR DOMAIN-SPECIFIC ROLES



About the client

Our client, a promisingly growing American SAAS provider stepped into the Indian marketplace in 2018.

The company wanted to increase their reach in India to find the right customers for their patented cloud-based AI solutions.

Discovering the best talent in tech for their offices across the most popular IT hubs of India was sort of a challenge to the company, and that is when they reached out to Careernet.

Talent and value analysis

For setting up development centres in the most coveted technology-driven locations in India and hiring a befitting bunch of highly skilled candidates with a strong tech background, Careernet needed to find the best talent pool based on the current talent landscape analysis across tech domains and location intelligence.

The client's objective was to hire specialists and junior level professionals, with the required skillsets for IC2 to IC5, PM, EM, SDET, DevOps based roles, for the 3 new offices in a mere span of 12 months.

Our objective

We agreed upon planning and implementing an error-proof approach towards evaluating the current talent landscape for the client, and how to reach out to the finest of the talent pool available in the technology domain. So, we first started with a domain-wise split analysis of the candidates to be sourced. This enabled us hire across different skills and levels as instructed by our client.

Our end-to-end approach

At Careernet, we make recruitment a seamless process for our clients so that they can scale-up their teams with the best talent that meets their goals, expectations, and vision. To make it easy for our client to begin operations in the three locations within their targeted time, we aimed at speeding up the process through:

Weekend drives: Clubbed Interviews for both junior levels and specific roles

We had a focussed hiring approach for both junior roles (IC2 primarily) and specific roles. So, we clubbed the IC2 based interviews with the daily interviews for domain-based roles. This helped us in scaling the entire process faster without error.

Staffing team allotment to ease and speed up recruitment

We set up an onsite team in Chennai and Bangalore, while dedicating a backend sourcing team to Chennai, Bangalore, and Hyderabad. This reduced our time-to-hire while making the co-ordination between teams more systematic.

Recruitment and onboarding-based model

We covered all the phases of the recruitment process with the help of the onsite and offsite teams. We used the onsite-offsite model to reach the on-boarding targets.

Proactive sourcing

Due to our speedy sourcing, our client was able to attract a larger talent pool and close the hiring drive in a quick TAT.

In-depth study on roles best suited for our client's new teams

Through a detailed market intelligence on all roles, we made an analysis of the kind of talent that would be best suited for the three offices. Before doing this research, we took a buy-in so as to avoid any leakages later.

We made an impact for success

Healthy joining ratio

Careernet successfully partnered with the client in rolling out 80+ offers across Chennai, Bangalore, and Hyderabad in 12 months, of which a total 60+ candidates joined with a joining ratio of 75%.



Conclusion

We were able to help our client in meeting their hiring target through our systematic planning and program management, coordinated client management, and meet our client's expectations within the given 12-month timeframe.

As a result of this result-driven strategic coalition with Careernet, the growing US SAAS-based start-up has been able to establish a stable foothold in the Indian tech market in a very short span of time.