

CAREERNET FINDS THE FOUNDATIONAL TEAM IN INDIA FOR A US-BASED DATA SERVICES START-UP

Introducing Highly Skilled Talent to start-ups



Driving Value for New Enterprises

India is one of the world's most progressive nations with a diverse talent landscape. According to World Banks' ease of doing business ranking, India has moved up 14 places to be at the 63rd position among 190 nations in 2019. The Indian talent marketplace has an immense potential that has attracted well-established as well as new enterprises from across the globe.

What globally growing enterprises aim at

- ▶ Set up offices and build teams in foreign markets
- ▶ Increase brand visibility among young talent and seasoned professionals
- ▶ Hire best talent within the targeted geographies

About the client

Our client, an efficiently growing US-based cloud-based data management platform entered the Indian marketplace in 2019.

The company wanted to expand their reach in India to find a niche for their patented data quality management solution, and an all-in-one data discovery, data quality, data cleansing, data governance and business process management platform.

Finding the best talent to kick-start operations in India was something where Careernet stepped in.



Talent and value analysis

Setting up office in the most favourable location in India and hiring the most suitable bunch of experienced professionals required specialized support.

The company wanted Careernet to help them find the best talent pool based on location intelligence and current talent landscape analysis.

Their objective was to build an initial team of 12-15 people holding positions such as GM India, Delivery/ Technical Project Managers, Data Architects, Data Consultants/Engineers, HR, and others in a span of 3 months.

Our objective

We agreed upon planning and executing a fool-proof approach to talent landscape evaluation for the client, reaching out to the right talent sources through effective employer branding, setting up interview panels, managing the logistics for interviews and post offer formalities, and onboarding formalities of selected candidates.

Challenges we faced

We had to bring a new approach to the table to run the entire process smoothly, because:

Stakeholder accessibility

While building our approach/program strategy, we needed to contact the US-based founder CEO of the company multiple times. But, due to the time zone difference, and the company CEO being the only POC, our team members had to turn to digital modes of communication.

Lack of office/interviewing facility

As the company didn't have any base in India, they didn't have any proper set up to conduct interviews. Starting from arranging the right infrastructure to managing logistics for conducting interviews, within a short time span, was challenging.

Non-availability of interviewers

Leadership roles require professionals with niche skillsets, knowledge base and experience, and to interview such niche talent for such roles, we arranged for the best set of interviewers to interview high-ranking professionals.

Lack of talent market analysis

As the client was hiring for the first time in India, they had limited insights of the current talent landscape in India. We had to do a thorough research on the present talent market to find a befitting talent pool for our client.

Our end-to-end approach

Interview facilities within our office



At Careernet, we help our clients easily find the relevant talent that meets their goals, expectations and vision.

In this case, we needed to consider a fresh strategy to provide a complete package of services and solutions for an all-inclusive recruitment drive.

Our well-trained recruitment team offered to source talent, conduct the initial F2F interviews at our office, and supervise candidate joining after offer roll-out.

Office set-up based on location intelligence



We advised our client to opt for a coworking space, considering the cost/rent of a new office set-up in an upscale location. Choosing Indiqube eventually led to a seamless experience for them.

Reduced time-to-fill in senior level recruitment



Our Business Leaders were involved in the selection of professionals for the leadership level roles.

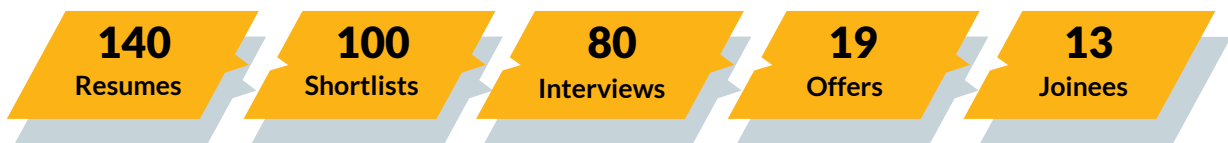
We made an impact for success

▶ Domain-wise split analysis

We helped our client decide on the optimum organization structure. Eventually, the structure had **70% tech** and **30% non-tech** teams, respectively

▶ Healthy funnel and offer-to-joining ratio

We shared **140 resumes**, out of which **100** were **shortlisted** (71%). **80 candidates** were interviewed, a total of **19 offers** were rolled out, and **13 candidates** joined (68 % joining ratio)



Conclusion

We were able to meet our client's expectations by achieving all our on-boarding targets through our meticulous program management, planning and structured client management, and reduced a 6 month process into a 3 month success story.

As a result of the successful strategic alliance with Careernet, the growing US Data Services start-up has been able to set a strong foothold in the Indian market in a very short span of time.