

Case study: Off-campus hiring program

Company Introduction

A multinational Engineering & Electronics company. Features amongst the largest supplier of automotive components across the globe.

Challenges

- High Hiring volumes
- Expected Quick turnaround times as low as a month
- Niche and Core Domain hiring - Functions like Mechanical, Chemical, Electronics and Computer Science
- Strong employer brand could only be justified with a highly-qualified talent pool

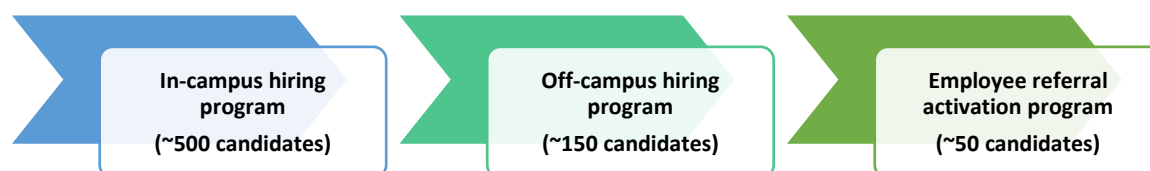
Background to the Case

The backfills at the in-campus cycle was to be compensated in a short turn-around time. With limited competencies in-house, the hiring activity needed a strong and skilled recruitment partner. Apart from hiring expertise, the in-depth understanding of the regional dynamics of a Pan-India recruitment firm was of utmost importance.

Outreach Methodology

- Build a scalable RPO model to support the process from sourcing to onboarding
- An average number of **100 – 150 hires** were targeted
- Regional SPOCs (**Bangalore & Coimbatore**) were positioned in place to have a clear understanding of the hiring needs
- Apart from Off-campus hiring strategy, the organization was instrumental in activating the existing employee referral repository to fill any gaps in the hiring numbers. This process ensured that the overheads remain minimal.

Phases of the strategic hiring process



Regional distribution of Hiring numbers (%)

Year	Bangalore	Chennai
2014	69	31
2015	93	7
2016	61	39
2017	73	27

Conclusion

- **Closed all the backfill positions in less than 45 days**
- Increased **Offer-to-joining ratios by 28%**
- Ongoing recruitment partner for the organization for **4+ years**