



By ✨ PeopleStrong

“ During our partnership, we have witnessed immense growth by being provided the right kind of services. Taggd consists of qualified, experienced people that are always happy to help; they have provided good, up-to-date valuable services to develop our business and are highly recommended. ”

## At lightning speed: Right way to start-up hiring

### SUMMARY

Swiggy is a food ordering and delivery company. Since its inception in 2014, Swiggy has loped to pave its way to be at the top of 'Unicorn' startups. It has partnered with 50,000+ restaurants and processes around 25 million orders a month across 50+ cities with about 12,000 delivery partners. Their plan to expand the business has led to an increase in human resource needs, with about 377 positions to be filled in 35+ locations across India in 4 months.

### KEY HIGHLIGHTS



377 positions closed in 4 months



3 (Operations, Kitchens, Supply) roles mapped



Average 18-20-member team aligned for hiring



75+ hiring drives managed across India



35+ locations managed across India



## Swiggy Company Details

[www.swiggy.com](http://www.swiggy.com)

**Headquarter:** Bangalore

**Founders:** Sriharsha Majety,  
Rahul Jaimini,  
Nandan Reddy

**Number of employees:** 5,000+

**Presence:** 250+ Cities

“ Having a partnership with Taggd has significantly improved our time-to-hire on several key roles. They are engaging, dependable and high in integrity ”

## BUSINESS NEED

In its effort to scale up quickly, Swiggy wanted to increase its customer base and was looking for hiring support to accommodate their expansion plans. The company was looking for an agile talent acquisition strategy that is focused not just on increasing efficiency, but also on hiring the best talent for the highest priority roles that adds immense value to the company and generate more revenue.

### Agile talent acquisition strategy

Increasing the efficiency and generating revenue were two of the many targets the company wanted to achieve; it could have been only possible through optimum recruitment strategy that would bring out exemplary results.

### Unerring candidate selection

Recruiting the right candidate in a highly competitive market is a daunting task. Swiggy wanted to expand the customer base by venturing into various new categories, looking for effective and efficient human resource.

### Creating talent pipeline

Swiggy wanted to recruit candidates who would grow in sync along with the growth of the company. They wanted to screen employees carefully to ensure retention, as employees affect the overall growth of the enterprise.

### Digitization of recruitment process

As the recruitment industry, which is going through major transformations, Swiggy needed to stand still and tall amongst the plethora of competition, having an error-free solution is of priority thus Swiggy wanted to focus on being provided a hassle-free experience to the hiring managers, as well as the candidates.

## SOLUTIONS

To build its competitive advantage, it was crucial for Swiggy to hire proactively based on projected needs within the limited time and resources. It involved shifting its recruiting priorities from being a cost centre to become a long-term, strategic partner, driving the firm's business growth. Taggd with its cutting-edge AI-powered recruitment technology blended with best-in-class service delivery capabilities piqued their interest. A superior talent acquisition strategy was delivered in the **following ways**:

### Building a strong employer brand

- Extended social footprint to create visibility and a strong pull effect to engage both active and passive talents in the local environment
- Streamlined and automated Employee Referral Program to improve the quality of hire
- Enhanced candidate experience leading to enhanced conversion by 4%

### Tapping into the right talent pool

- Created comprehensive candidate profiles, to source appropriate talent so that positions that require niche skillset and behavioural competencies can be filled  
Promoted diversity hiring by exploring inclusive recruitment and selection methods that were free from biases
- Leveraged crowdsourcing to generate more candidates in half the time and for half the cost

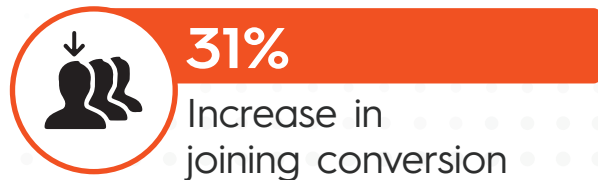
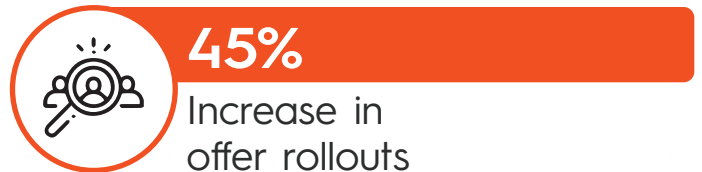
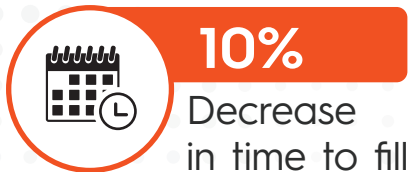
### Tracking the right metrics

- Tied the recruitment results of Service Level Contracts (SLAs) to Key Performance Indicators (KPIs) so that an efficient recruitment process can be created
- Developed dynamic dashboards and analytics that resulted in error-proof methods
- Implemented Funnel Analysis to assess what's working and what needs to be improved

### Adopting the cutting-edge technology

- Deployed AI matchmaking to automate resume review and candidate screening
- Built integrated sourcing to expand talent communities and enabled the hiring team to organize, sort, and manage high-quality talent ahead of demand

## RESULTS DELIVERED



## Taggd Offerings

Bringing together  
Technology, Intelligence  
and Advisory for all your  
talent needs

- End-to-End Hiring
- Senior Executive Hiring
- Project Based Hiring

### For more information

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## ABOUT CUSTOMER

Started in 2014, Swiggy is a food ordering and delivery company. Swiggy has galloped its way to be a part of the league of India's 'Unicorn' startups which delivers food from over 50,000 restaurants partners processing about 25 million orders a month across 50+ cities with about 12,000 delivery partners. Armed with the latest funding of \$ 1 billion, Swiggy plans to enter new categories, including medicine and grocery delivery, and experiment with cloud kitchens to take food from popular restaurants to multiple locations beyond immediate neighbourhoods.

## ABOUT US

Taggd, a PeopleStrong Recruitment Solutions brand, is India's leading Recruitment Process Outsourcing (RPO) provider with 100+ clients across 14+ sectors and managing permanent talent recruitment for over half a million jobs.

Taggd combines the power of data and human knowledge to bring advanced talent acquisition and digital hiring (RPO) solutions that change how business work and deliver.

Over the last 13 years, Taggd has developed deep industry understanding, digital recruitment and talent management expertise, talent network access, data intelligence, talent assessment and access to a robust technology stack to deliver business outcomes.

Some of the leading enterprise customers of Taggd include Pfizer, Wipro, Honeywell, Mahindra, Birlasoft, Tata Motors, Renault Nissan, Aditya Birla Health Insurance, Citi, IndiaMART, Swiggy, Oyo and Quikr, amongst other national and multi-national brands.

Nelson Hall, one of the leading global analyst firms, has rated us amongst leaders in the RPO NEAT Matrix.