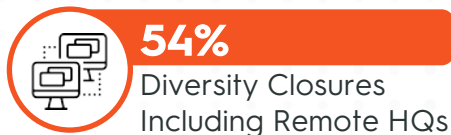


Building and expanding a strong sales network in India for one of the top multi-national pharmaceutical companies.

SUMMARY

The customer, henceforth referred to as 'the Company', a top multinational pharmaceutical company, wanted to build and expand a strong sales team in India. They wanted to build their talent pipeline through 500+ annual hires PAN-India for Frontline Sales Roles. From the outset, they wanted to create this pipeline using end-to-end digital hiring solutions for their core and transactional recruitment services without having to compromise on the candidate experience.

KEY HIGHLIGHTS



BUSINESS NEEDS

With an aim to achieve 500+ annual hires for frontline sales roles, the Company wished to adopt a phased, accelerated approach for talent acquisition that was enabled by an RPO operating model. For their core and transactional recruitment services, onboarding 500 + employees, they were looking for an end-to-end digital hiring solution. Also, to establish themselves as a consistent and unified employer brand that provides an exceptional candidate experience, the Company also wished to avail market mapping & compensation benchmarking for their recruitment process.

Finding the Right Candidates

In a competitive market like India, attracting and recruiting the right talent can be quite difficult. The Company, in order to expand its business in the country, wanted to find candidates who were not only the best but also the right fit for the company, through rigorous screening.

Digitized & Seamless Experience

The recruitment industry is undergoing major transformations. In order to stand apart from the competition, it is very important for an employer to provide a seamless candidate experience. That is why the Company wanted to place focus on providing a hassle-free experience to not only the hiring managers but also to the candidates.

Creating a Talent Pipeline & Building the Brand Name

The Company wanted to recruit candidates who in the long run would help fuel the company's growth. They wanted comprehensive screening of candidates to ensure better retention numbers since the end-employees play a major role in the overall growth of a company.

Talent Mapping & Salary Benchmarking

Another important aspect for the Company was to set up a proper talent acquisition strategy for hiring the frontline sales team. At the same time, it was critical for the company to set salary benchmarks as that is one of the biggest cost heads for any enterprise that directly impacts their bottom line.



SOLUTIONS

For the hiring, it was extremely important for the Company to be able to optimize the large mix of talent sources available in India and to match the right jobs with the right skill sets. After they had performed rigorous evaluations for a number of recruitment service providers, the Company decided to partner with us for our Talent Acquisition Solutions, which provided them with the following benefits:

Leveraging Domain Expertise for Quick Hiring

With a decade of experience in recruiting candidates for more than 15 customers in the pharmaceutical industry, we have a deep understanding of the on-ground business requirements and were able to achieve 500+ annual hires for the company's frontline sales roles and have now progressed to hiring for the 1st line manager and key account manager roles.

Building a Strong Employer Brand in India

Through joint calibration sessions with the global talent-acquisition team, we created a detailed plan for building the company's employer brand. With our solutions, we were able to create a brand image for the company in the Indian market to effect the required hiring.

Efficient & Agile Hiring Processes

We ensured that even the minutest details of recruitment planning were taken care of, starting right from the methodologies to be followed to the employee success stories. We adopted a "carpet bomb and sniper hiring" approach for the open roles, which helped attract the 500+ experienced candidates on an annual basis. This helped us create a talent pool that sufficed for speedy hiring and allowed us to now move on to hiring for 1st line and key account manager roles.

Enhanced Market Research, Improved Candidate Experience

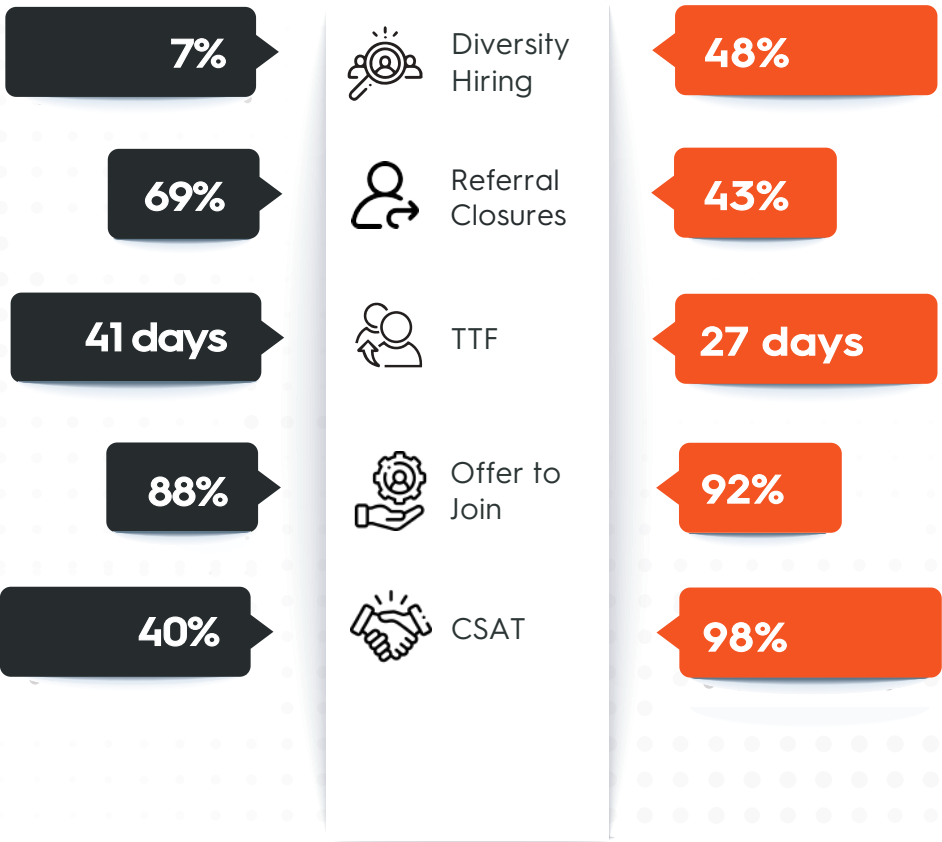
We leveraged qualitative and quantitative techniques to ensure the effectiveness of our information-gathering processes. This helped us in reaching the target markets and customers and, at the same time, place focus on maintaining a competitive edge. We made sure that the right talent pool was created which also helped in gaining insights while we ensured the best-in-class candidate experience.



RESULTS DELIVERED

THEN

NOW



Taggd Offerings

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

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

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ABOUT THE CUSTOMER

The Company is one of the top multinational companies in the Indian Pharmaceutical industry. Established in 1950 in India, the Company has been working consistently towards improving the healthcare portfolio of the country. The Company has a leading portfolio of medicines and products to support wellness, prevention, treatments, and cures for several diseases across a range of acute and chronic segments, including respiratory, pain, vitamins and minerals, hospital anti-infectives, cardiovascular, and neurosciences.

ABOUT TAGGD

Taggd is a PeopleStrong Recruitment Solutions brand, one of the leading Recruitment Process Outsourcing (RPO) providers in India. Taggd has more than 100 clients across more than 14 sectors and manages permanent talent recruitment for more than half a million jobs. Combining the power of data and human knowledge, Taggd brings forth advanced talent acquisition and digital hiring (RPO) solutions to work towards changing how businesses function and deliver. In the last 13 years, Taggd has gained a deep understanding of the industry, digital recruitment and talent management, talent network access, data intelligence, talent assessment, and access to a robust technology stack in order to deliver the best business outcomes. Some of the top customers of Taggd include Wipro, Mahindra, Honeywell, Tata Motors, Birlasoft, Renault Nissan, Citi, Aditya Birla Health Insurance, IndiaMART, Oyo, Swiggy, and Quikr, amongst other national and multi-national brands.

Taggd has also been rated amongst the leaders in the RPO NEAT Matrix by Nelson Hall, one of the leading global analyst firms.