



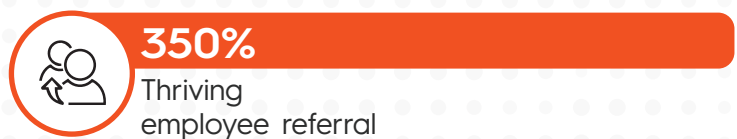
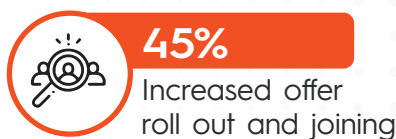
By ✨ PeopleStrong

Checking-into the future of hiring

SUMMARY

OYO Rooms, India's largest hospitality company which operates in more than 6 countries in Asia with more than 8,500 hotels in 230 cities, was looking for an efficient and tightly controlled talent acquisition and Retention strategy to generate stronger financial metrics and increased productivity. The company wanted to hire for 300+ positions every month across 55+ locations in India. With Taggd by PeopleStrong the company was able to manage 1,100+ hiring drives and ramp up their permanent annual hires by 3X.

KEY HIGHLIGHTS



OYO Company Details

www.oyorooms.com

Headquarter: Gurugram, Haryana

Founder: Ritesh Agarwal

Number of employees: 10,000+

Presence: 8,500 hotels in 230 cities across 6 countries

“ 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

Oyo Rooms was looking for an efficient and tightly controlled Talent Acquisition and Retention strategy to generate stronger financial metrics and increased productivity. The company was looking for an agile talent acquisition solution which can scale to match company's fast growth and raise the Satisfaction level amongst the hiring managers.

Development of talent supply

A requisite pool of talented and skilled employees contributes heavily towards the growth of the company, which in turn helps in achieving organizational goals. Oyo was looking forward to fill positions in more than 55 locations for 300+ positions. Further, the requirement was to have a formative staffing structure to be able to complete in the current competitive market scenario.

Enhancing monitoring metrics

Recruiting process has to be effective and efficient. The biggest challenges were to overcome performance hurdles. Analyzing data and metric for a company's executed strategy, a coherent way to understand the process.

Robust governance process

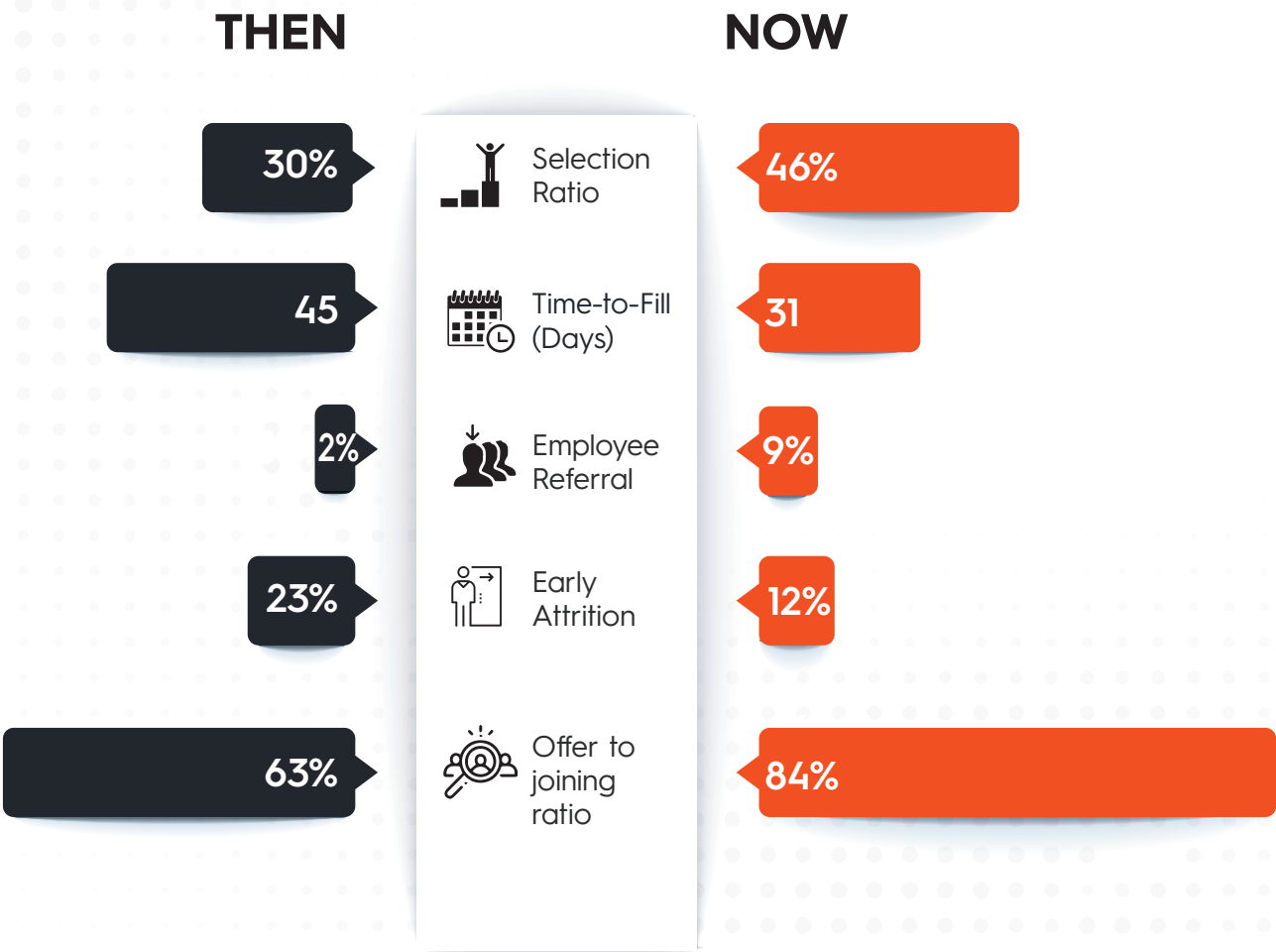
Governance is needed to monitor both success and shortcomings of the company. It defines the synergy between initiatives and continuous improvement.

SOLUTIONS

- Enhanced and digitized candidate sourcing techniques
- Augmented Employee Referral Scheme by providing disparate benefits, improving quality of shortlisted candidates
- Modernized and enriched process by tying the recruitment results of Service Level Contracts (SLAs) to Key Performance Indicators (KPI)s
- Safeguarded TAT adherence with regular process checks to avoid penalties
- Developed a flexible scale-up/scale-down mechanism
- Streamlined engagements with staffing leaders through daily dashboards, daily huddles and weekly review meetings
- Eliminate growth blockage by filling resource gaps through hiring interns. Carefully evaluating and then removing non-performers.
- Undertook Failure Mode Effect Analysis (FMEA) with process accuracy scores at 95% to ensure best in class quality and process control
- Launched Incentive Kicker to motivate employees at eminent positions



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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OYO ROOMS

Oyo Rooms (Oyo) is India's largest hospitality company, operating in more than 6 countries in Asia with more than 8,500 hotels in 230 cities. The hotel network offers standardized and hassle-free stay experiences at an unmatched price. With a revenue of INR 2,600 crores (2017), the company has clocked in 40,00,000+ room nights since its inception in 2013. As a part of its Unique Selling Proposition (USP), it had introduced pioneering technology by offering a simple 3-click process for making a hotel reservation, providing an unparalleled customer experience. Given its consumer oriented service, it has generated revenue of INR 2,600 crores.

ABOUT TAGGD

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.