

How Taggd Helped a **Global Consumer Insights Leader** To Build and Set Up Capability Centers in India

A Customer Success Story

#MakeADifference



Overview

Who we worked with?

The client is a US-headquartered company with a heritage of almost 100 years in assisting business organizations take efficient, data-backed decisions by providing them in-depth audience market insights. With an employee strength of over 10,000, the client has operations in 100 markets with a global presence across Africa, Middle East, Asia Pacific, Europe, Greater China, Latin America, North America and India.

The company is a global data analytics and measurement company providing a complete and trusted view of consumers and markets worldwide.

What the company needed?

The client approached Taggd in Q3 2021 with the key task of recruiting highly specialized tech talent with niche skill set. As a company expanding its presence worldwide, it wanted to set up captives and technology hubs in India to service its global clientele and thus Taggd mapped their priorities as below:

- End-to-end set up of the captive centers across 2 identified cities
- Market intel of the available talent pool
- Diversification of talent - at least 25% women representation across all roles
- Close 25+ aging positions that were stagnant for more than 6 months on priority
- Onboard talent with niche skills including Dynamics 365, SAP, Big data analysis, and DevOps



In Detail

What challenges did we face?

1. **Limited niche talent pool** - The talent pool with the target combination of skillset is extremely limited which severely restricts the scope for finding job-ready applicants.
2. **Request to work from office** - The client did not offer a full-time WFH position, and required candidates from only two cities, which further intensified the challenge of dealing with an already limited talent pool.
3. **Dilemma of dual time zone** - The entire panel of our client's hiring managers are located in the US, which narrowed the time available for instant, on-the-go communication and also negated the scope for bulk-hiring drives.

What we did to help the company?

Our first step was to **gather market intel about the size of the talent pool with required skill set** across geography, experience level, domain-wise availability, compensation, time to fill, average notice period, etc.

We then narrowed down the candidate pool by limiting it to talent available in the office location or those who were willing to relocate.

Process

- **Our immediate focus was to fill 30 senior positions that were ageing for more than 6 months.** Since the talent pool was not extremely large, we focused on expanding the size of talent pool for such critical roles to overcome the present pitfall as well as in the future.
- **We Identified fundamental skills that are a must-have for the roles and accordingly revised the CTQ** to be more flexible without compromising on quality talent.



- In consultation with the customer, **we prepared a list of 10 technical questions** in addition to the general vetting process questions to further filter down the candidates and forward the best applications to the interview panel.
- We conducted 5 targeted outreach campaigns and drives both online and offline, resulting in a shortlisted pool of **5000+** highly skilled talent in the Dynamics 365, SAP, Big data analysis, and DevOps.
- We charted out a **dedicated engagement strategy**, wherein we actively communicated with the candidates for 4 weeks during the post-offer stage as well.
- During the 4 weeks, we created some excitement towards the company by discussing its selling points and advantages, highlighting the life of an employee at the company.

Supply

- We used integrated multi-channel sourcing to create job funnels via Naukri, LinkedIn, candidate references, and portals of Smart Recruiters, in addition to our proprietary in-house databases.
- Once we had narrowed down all of the qualified candidates, we asked them tap into their networks and refer candidates with similar skills.

People

- **Centre of Excellence [COE]** model was utilized for strategizing and acted as a channel between the frontline execution team

and the client. This helped in better client engagement and resulted in a quality pool of candidates with required skills.

- To overcome the time zone constraints, we managed our timing and resources as per the US timings and ensured that key discussions and strategies were discussed and finalised during that time without any unwarranted delays.

End-to-end set up of the captive centers on behalf the customer

- Conducted As-is analysis of client process to understand gap and designed an unified process map to best suit the needs.
- Set-up domain specialized team which further identified first-time right talent.
- Custom crafted employer branding initiatives for increased brand awareness and driving specific talent attraction agenda.
- We successfully created a governance layer to consistently track SLAs and hold weekly and monthly reviews to keep the client updated.
- Key SLAs tracked included Diversity, TTF, Supply to HM shortlist, Interview to Final Shortlist and ATS adoption.

Outcomes

Closed all ageing positions **within 30 days** as against the target of 40 days



Onboarded several **job-fit candidates** from pan-India due to our collective decision to let the candidate relocate after a couple of months, instead of relocating almost immediately. This helped in expanding the IT hiring talent pool while not letting valuable talent slip away.



The sourcing Coe created a database of **~1100 shortlisted** talent for each niche skill family



Through sustained and specific employer branding initiatives and targeted drives, we achieved **23%** women representation even in the most niche roles



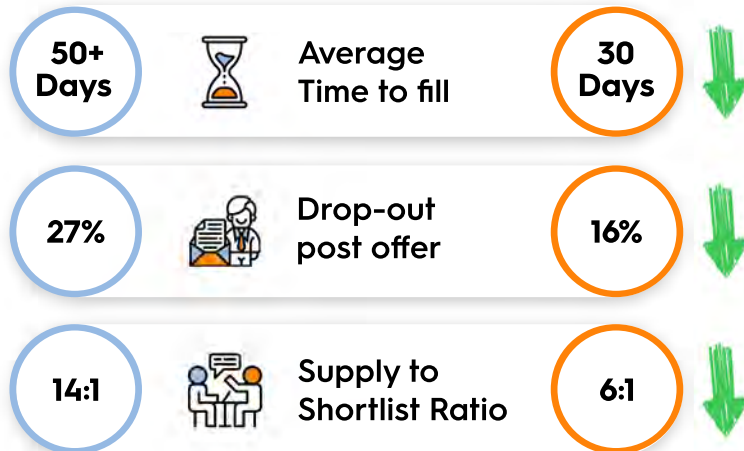
Achieved an ATS adoption rate of **over 95%** and successfully handed out close to **100 offers** within six months of our collaborations



Accomplished **supply to shortlist rate (hiring manager) of 70%** in 30 days, which was **20%** more than the target set for us by the client.



Then & Now



About taggd.

Taggd is a digital recruitment platform that assists companies in recruiting job-relevant candidates by utilizing the power of data and knowledge-driven digital recruitment solutions. Over the years, Taggd has worked with 100+ firms and helped them to hire more than half a million talents.



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