



How Taggd Optimized the Recruitment Cycle of a Multinational Chemical Manufacturing Company



#MakeADifference

A Customer Success Story

About the Company

Our client is an Indian multinational integrated chemicals company that serves over 4,000 customers across 30 industries worldwide and has subsidiaries in the USA, UK, China, Brazil, and the United Arab Emirates. The company is ISO 14001 certified and leverages state-of-the-art facilities to ensure the safety and treatment of gaseous, liquid, and solid pollutants.

Client's Ask

The client sought Taggd's help to review their recruitment process and identify hiring cycle gaps that can help them reduce the overall recruitment time. Being an established company looking to scale up their efficiencies, they needed a holistic solution that not only reduces the time taken to fill positions but also provides better results in terms of quality of hire and candidate experience.



Study of The Recruitment Process: Key Focus & Challenges

A broad study of the company's hiring processes and patterns revealed **the company was investing about 800 hours to hire 100 candidates**, with an average of 4 weeks to complete the onboarding process of each candidate. The high fulfillment time was putting a severe strain on the company's hiring resources, and was a key challenge the company wanted to address head on.

Understanding Challenges

- With the key ask understood and the primary challenge identified, **our team analyzed the major roadblocks** contributing to the overall challenge.
- **The client's hiring process faced multiple delays** at each stage of the hiring process while dealing with a large volume of applications from multiple sources. The main goal of our study was to unravel what were the driving factors behind these delays.
- The team's study concluded that **the company heavily relied on a manual screening process** for candidates and suffered from a **lack of standardization** in the recruitment process, which led to inconsistencies in the selection process and made it difficult to compare candidates. These factors coupled with the follow-on effects of it ultimately led to the long time to fill vacant positions.



The Solution

1. People

Domain Knowledge: Taggd identified a team of industry experts who were well-versed with the job complexities of the chemical industry to locate quality talent in a short timespan. Our expert advisors handled all of the preliminary recruitment tasks, freeing up our clients' schedules from initial hiring-oriented activities so that they could focus on core business operations.

Industry network: To guarantee a successful hiring process, Taggd leveraged its well-established recruitment channel partners to ensure that job postings were seen by the right people and filled in time.

Recruitment Cycle Management: We created detailed engagement protocols for avoiding situations like no-shows and low turnouts to maintain a minimum drop-off rate throughout the recruitment process.

2. Process

Recruitment Process Evaluation: We conducted a comprehensive review of our client's existing recruitment cycle and identified multiple steps in the hiring process which were time-consuming and didn't add any major value. The team suggested removing superfluous fields from the application form and advised creating an application form that was short and to the point. There were several more changes done to the application form to ensure standardization in the recruitment process.

Competitor Analysis: Along with the recruitment process evaluation, Taggd also did a detailed competitor analysis to understand what hiring practices other top employers in the industry followed. This helped our client get insights on how they could incorporate potential solutions that are on par with their competitors and benchmarked their hiring process accordingly.

Implementing Technology: Taggd worked with the technology team of the client to streamline the application process. We suggested our client create a unique identifier for the application. This was done to ensure that duplicate applications were not accepted. A combination of PAN number and email ID was agreed upon by both parties, which provided an accurate solution to this problem while also being simple in implementation. In addition, Taggd leveraged AI/ML solutions across various stages of the recruitment process such as automated CV screening & assessment, enabling them to save manual efforts. This solution reduced the time taken for screening and shortlisting candidates by more than 50%.

Key Outcomes

By using Taggd's efficient and effective solution, the recruitment process was accelerated without compromising quality, providing the best job fit for the company.

Reduced TTF:

Taggd brought down the time-to-fill (TTF) 100 candidates from 800 hours to 500 hours.

Improved Candidate Experience:

The new concise version of the application form, saved candidates at least 4 man-hours of work and with the integration of AI/ML technologies in the recruitment process, screening time was also reduced, which ultimately resulted in improved candidate experience.

Cost-effective:

We managed to improve the efficiency of the company's recruitment cycle by 25%, as a result, the company was able to optimize its hiring cost and gain maximum ROI.

Taggd's solution provided the company with the required workflow optimization that helped them reduce their recruitment time and improve overall candidate engagement. This resulted in improved hiring outcomes and better business performance for the company.

About taggd.

Taggd is a digital recruitment platform that provides, pre-screened, pre-interviewed, and ready-to-hire talent to India Inc. We believe in combining the power of human knowledge and data. Over the years, Taggd has successfully fulfilled the hiring requirement of more than 100+ clients from over 14+ sectors. We have ensured the successful placement of over half a million candidates and our vision is to fulfill 1 million jobs through our talent platform by 2025.



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