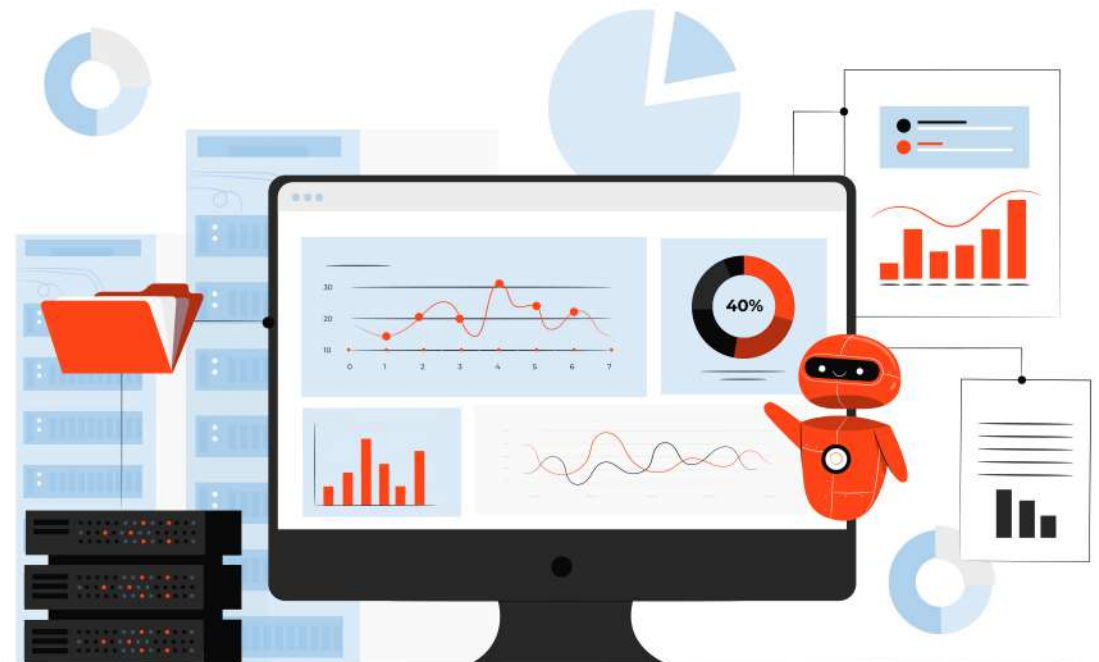


How Taggd Successfully Ramped Up IT Hiring for an **AI-First Digital Engineering Company**

A Customer Success Story



Overview

Who we worked with?

The client is an AI-first digital engineering company that works with private and public organizations worldwide to accelerate their decision-making capabilities. It has a multinational presence and has worked with clients across various industries, such as virtual learning, healthcare, manufacturing, and urban development.

The company helps its clients improve their decision-making capabilities by deploying cutting-edge digital solutions powered by applied AI and machine learning techniques for solving important and complex operational challenges faced by them.

What the company needed?

As a growing company with a rapidly-increasing clientele that includes several Forbes 500 names, our client wanted to scale up their hiring plan on a mission-mode basis to ensure their expansion momentum remains unhindered.

- We were given a clear mandate to design a fast-paced hiring solution to achieve their immediate talent acquisition goals that can be seamlessly scaled to meet their future hiring requirements as well.
- The client was targeting to ramp up their team strength across 5 BUs in India from 240 to 600 in FY 2021-22 for two locations in India, Mumbai & Bengaluru, while requiring us to identify a third location.
- 80% of the onboarding process was to be completed in the first two quarters itself.
- The client wanted candidates for immediate joining, with proven proficiency in working on cloud platforms like Google Cloud Platform (GCP) and other cloud platforms like Amazon Web Services (AWS), Microsoft Azure, and Oracle Cloud.
- Skills requirements: Machine Learning, Data Engineering, DevOps, and Full-Stack Development.



In Detail

What Challenges Did we Face?

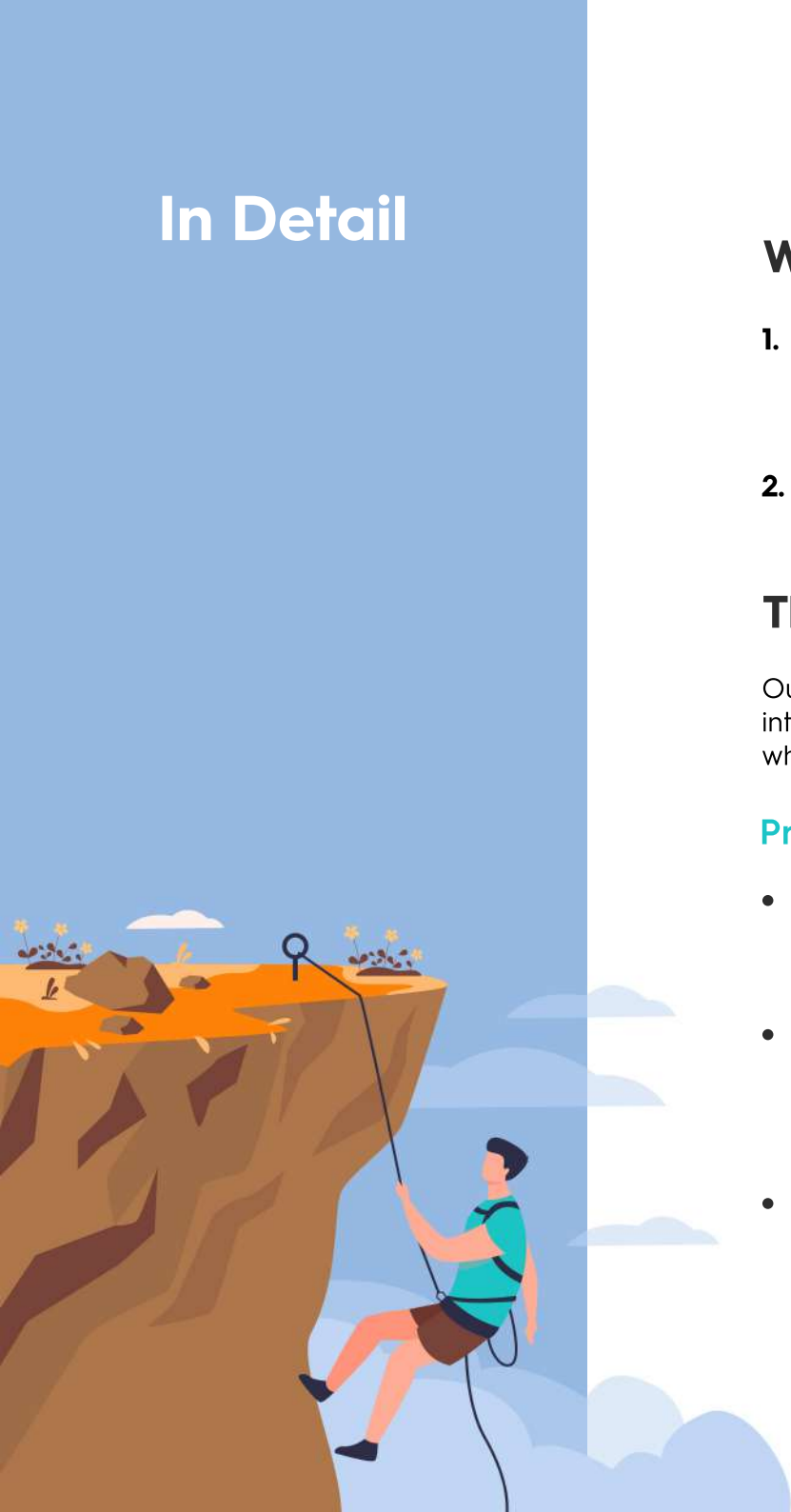
1. **Limited talent pool:** The client was open to hiring candidates on a Pan-India basis during the heights of COVID-19 but as the markets gradually opened and work from office resumed, the mandate changed to hiring from only three specific locations.
2. **Immediate IT Hiring:** We were tasked with immediate recruitment in an industry (IT) that inherently faces higher offer-dropout rates.

The Plan of Action

Our first step was to **identify the third hiring location**. Based on an extensive analysis of market intel and the skillset requirements of the client, we recommended Trivandrum as the third location which received the client's instant approval.

Process

- To come up with quality candidates in the shortest possible time, we **implemented a deep targeting strategy** that filtered candidates after studying various employment, competitor, and location-specific metrics.
- The idea for the interview process was to have a multi-tier round of **dedicated panel interviews**. The interviewees were categorized into sub-groups based on their experience and skill set, and multiple panels were constituted depending on the size of every group to judiciously utilize time instead of having one standard panel for every round.
- To minimize no-shows, the team designed a firm engagement strategy that involved multiple check-in rounds to filter out uninterested candidates at the onset itself.



Our People

- We cross-utilized ramp-up experts from other projects for the first 6 months to ensure 80% of the hiring is hassle free while simultaneously increasing our team from 30 to 50 to channel focus on the new location- Trivandrum other than the ongoing recruitment process.
- The new team members were deployed from our empanelled network within one week after which they underwent rigorous training to ensure work-ready recruiters.
- While the regular demand for high quality talent kept teams on their feet, they were also tasked with hiring 50 new additional candidates within a short period of time.
- As a response, we formed a SWAT (SWift ACtion) team that hit the ground running to brainstorm the best approach to meet the immediate hiring needs of the client.

Supply

- Apart from the usual sourcing methods, a financial reward-based referral model was created wherein earlier interviewees and joiners were encouraged to share the job requirement among their network.

Initiatives

- We recommended two compensation buckets based on some internal preferred and non-preferred metrics, like the company the candidate previously belonged to, that helped to achieve better conversions and reduce drop-out ratios.
- The team took proactive efforts in engaging with candidates and giving them a clear picture about their job role, which enabled smooth job transitions and reduced last-moment backouts.

Governance

- Our team proactively collaborated with the client, and presented weekly reports and presentations to understand their evolving requirements and views.
- The client was provided regular market intel in terms of drop-outs, designations having the maximum conversions, and evolving size of the talent pool.

Outcome

The proactive approach of the team helped the team meet **100% target** as per the mutually agreed upon SLAs, every time.



The decision to target notice period candidates contributed to increasing conversion rates.

We delivered 200+ offers

within a span of six months which received appreciation from the client.



The call to target only immediate joiners bore fruits and helped absorb employees who were genuinely interested in the job, faster. In fact, **30%** of candidates hired were immediate joiners who were able to join the company in the time period of **30 days**.



Happy with our commitment, the client entrusted us to provide an **end-to-end recruitment solution** where we executed all functions, right from scouting candidates to onboarding the candidates.



Our collaboration saw the client increase its team size by more than **250%**, and content with our performance, the client continues to use our services for their ongoing hiring needs.



Client testimonial:

'Thank you, team, for your achievement. I sincerely appreciate everyone trying their best and helping us improve our intake and joining rate'

- Co-Founder

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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