



## Delivering **COMPREHENSIVE** Solutions.

**RECRUITMENT PROCESS OUTSOURCING**

**Business Problem:** Recently established operations in India, the captive **IT** unit of a large US Retail firm was keen on setting up a formal process driven recruitment process which would provide consistent sustainable results. With a view to comprehensively revamping existing recruitment practices, Client engaged the services of **QSource RPO division**. The initial study revealed the following - low brand recall in the market, no defined recruitment process in place, limited understanding of the internal recruiters, ineffective referral and vendor program etc.

**Solution Implemented:** QSource designed and implemented a customized recruitment process. A recruitment manager deputed at the site addressed strategic and tactical challenges including the following

- Brand awareness and careful positioning done with targeted communication to prospective candidates
- Structured process established for training and performance assessment of recruiters, compulsory workflow implementation and documentation and proper guidelines for short-listing of candidates
- Rigorous checks adapted to reduce the drop-outs during recruitment cycle
- Extensive mapping of the market, technologies used and resources through extensive research
- Innovative referral program introduced
- Effective vendor management system designed – a resource was allocated to handle all related issues; agreements put in place with proper pay-out structures.

**Current Status:** As a direct consequence of this engineering, the client has been able to address a crucial weakness in its operations. The benefits include the following - recruitment team has been able to meet deadlines, considerable improvement in managing vendors, organization brand image has significantly improved by participating in job fairs, campus recruitment drives, frequent interactions with the hiring managers has resulted in better understanding of the mandates etc.

By being an active strategic partner, QSource has successfully created significant value for its client.

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