

Case Study 1

Campus Recruitment Training at a premier, top ranked college in India

The Situation

Our client had a lot of students getting placed in run of the mill organizations. The client wanted to ensure that a greater percentage of the students be placed in better companies. They wanted a comprehensive program for the students which would differentiate the college and make their students impress world class companies. The quality of students would attract better recruiters in the next year and would be a virtuous cycle.

"I thought this would be a boring, standard training. It was not. I gained something for life from this program and am now working for Thoughtworks" – ShwethaNayak, Thoughtworks

The Solution

Seventh Sense partnered with the educational institution with its CREAM program and chalked up a 3 month program to focus on critical aspects of evaluation during campus recruitments. We worked closely with the students, understood their needs, interviewed specific recruiters to know candidate shortcomings and customized our program to meet the student requirements. Our work together included:

1. Providing detailed training in aptitude as well as core technical topics, including branch specific training with IIT and IIM alumni undertaking these trainings
2. Conducting tests to enable students know their relative ranking with solutions and individual feedback
3. Helping them prepare for the top 10 companies scheduled to visit the campus with company specific tests, previous year question papers, alumni interactions from these companies and other focused preparation
4. Assisting students in CV preparation and formatting –this helped all applicants have a professional CV, standardised CVs across campuses and enhanced the image of the students
5. Detailed Group Discussion and Personal Interview training which included basics, experience of different types of GD and PI, video recording with detailed feedback after each session and suggestions for improvement

The Results

Campus Recruitment feedback collected by the Placement Department suggests:

1. Recruiters see a "profound change in quality" from last year
2. 72% of the students feel that they possess a better job in hand due to a "significant contribution and excellence" of our program
3. Placement Department had more time to focus on company visits and pitch development helping them get 12% more companies in the interim and not to mention, peace of mind
4. 84% of the students will recommend this program to their juniors.