

Case Study 3

Recruitment Diagnostic at one of India's leading retail chains

The Situation

Our client had urgent problems in recruitment which needed a capable solution. A large number of candidates were not up to the mark and those selected required a lot of training to be productive. Performance was unpredictable and erratic. Customers complained about poor quality service from the new recruits. The client realised that this was affecting their brand perception and was lowering customer loyalty

"Quality of candidate resumes, quality of candidates interviewed and quality of candidates who obtain recruitment have all grown up by leaps and bounds" – Veda Vyas, Head of Bangalore operations

The Solution

Seventh Sense partnered with the business with its Recruitment Diagnostic to evaluate their recruiting and performance management cycle end to end. The assessment was the first step in understanding the problems that plagued talent acquisition and management in the company. Our work together included:

1. Brand: We evaluated the current strength of the brand for attracting and retaining talent and identified areas for improvement
2. Strategy: We assessed the design of the recruiting program, workforce planning as well as sourcing strategies for candidates
3. Structure: We analysed the talent acquisition structure including the recruitment model, roles and responsibilities of the employees, performance management as well as learning management requirements
4. Process: We measured the effectiveness of the talent acquisition process including detailed review of testing and assessments, employee screening and interview effectiveness

The Results

Results of the assessment helped the Company to:

1. Understand the weaknesses and develop a stronger employee brand to attract the applicants they desire
2. Incorporate more sourcing channels since their specific channels did not provide them with the candidate quality they desired
3. Have a better structure for their incentive based compensation to get the desired behaviour from employees.