CASE STUDY

SOURCING TALENT POOL

Comprehensive Setup of Location, Recruitment and Communication

Ethos

Ethos HR Managment & Projects Pvt. Ltd.

THE CLIENT

The IT Company was based in the USA and wanted to start its offshore development center in India. Artificial Intelligence. Augmented Analytics. Machine Learning. Big Data. Robotic Process Automation was its core expertise. Over a decade, the company had applied in-depth expertise in a wide range of technologies across focus industries, Retail & Ecommerce, Healthcare & Biotech, Transportation & Logistics.
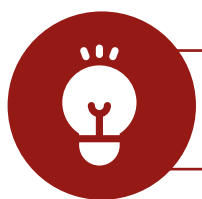
THE CHALLENGE

The technology was niche in the target location. Henceforth, it was a doubtful beginning for the client until they met Ethos. The company wasn't certain of the location, as they had to

create a complete new setup with the potential manpower, who could make their foreign investment worth carrying forward. This wasn't easy, be it communication, coordination sitting overseas, conducting interviews, talking to people whom you have no background information about over social media channels. And the most important, determining an appropriate location for company to have existence for good.

THE SOLUTION

Ethos created a custom solution to meet the clients hiring needs. A detailed hiring strategy was agreed & implemented, which included pan india search & a comprehensive database search for local candidates working outside their hometowns. An overview of the Job requirement and skills was understood and comprehensive search based on the same was gathered.

A data pool of candidates from varied states of India was gathered and mapping of various organisations who work in the similar technology was put together. Location was again an important factor for the decision making team. Prepared a presentation which highlighted the pros and cons of their preferred location and helped them choose to decide on the desired area.

THE RESULTS

These were those six months, where-in, 'Ethos' became the company's Master Recruitment company, closing all the required positions, along with the substantial determination of Location.