



RECRUITMENT MARKETING | INDIA

HIGHLIGHTS

After experiencing challenges in attracting quality candidates in India, due to fierce competition for talent, Allegis Global Solutions (AGS) worked with our client to improve their brand awareness, both internally and externally.

CLIENT OVERVIEW

Our client is a multinational corporation ranked as one of the largest independent software corporations in the world, creating systems software and applications software used by Fortune Global 500 companies, government organisations, educational institutions, and thousands of other companies in diverse industries worldwide.

SITUATION

Our client was experiencing challenges with attracting top female talent in their Indian locations. This was a highly competitive market for technology recruiting, with many local technology companies who had a strong brand presence.

Our client was finding it difficult to source quality candidates, particularly gender diverse candidates, through direct application, and were unable to develop a strong talent pipeline.

SOLUTION

Our focus and approach was to address the key local challenges with:

- Strategic digital campaigns
- Awards and events
- External brand recognition and awareness
- Internal brand recognition

STRATEGIC DIGITAL CAMPAIGN

Support key local hiring priorities

Our focus and approach was to address the key challenges highlighted including:

- Engagement
- Visibility
- Pipelining
- Direct applications

The delivery team's approach was to partner with our recruitment marketing team, as well as hiring managers, to identify key target markets and competitors for pipelining within our talent community. We managed the digital promotion approach via:

- Landing pages with business unit specific overviews
- Video embedded aligned job descriptions
- Links to direct applications
- Reporting via SuccessFactors (ATS)
- Engagement tracking via SuccessFactors
- Capture talent community entry point

AWARDS AND EVENTS

Building thought leadership and brand recognition

The AGS programme team, with our client, took part in industry events and awards to raise brand recognition. We developed collateral that was promoted via online advertising, talent community, and blogs.

Over the last two years the team participated, and was recognised, in:

- Great Place to Work, India
- AVTAR and Working Mother Awards, India
- Zinnov -Agents of Change HR Award for Talent Acquisition
- Sponsors: Grace Hopper Conference India
- Attendees: NASCOMM India Leadership Forum

In addition, the team held the following onsite events to drive brand recognition:

- CPO on site event
- JobsForHer event
- MeetUps

EXTERNAL BRAND RECOGNITION

Building brand awareness and recognition

The AGS team improved brand recognition in the region through both digital and physical media, which included:

- Posters on Hyderabad metro pillars
- Posters on Hyderabad bus shelters (Hi-tech city)
- Facebook
- Twitter
- LinkedIn

INTERNAL BRAND RECOGNITION

Campus visibility and internal branding

The AGS delivery team worked with our clients to build internal brand engagement via:

Internal employee referral programme

To support agile operational hiring, the team held an onsite referral promotional campaign which included a special referral bonus. The team also created social media cards which employees could share on their networks, promoting the open roles.

Onsite employer branding

We completed the installation of our client's internal branding at our Hyderabad and Bangalore locations.

Benefits infographic

We provided support to local benefits team in developing an updated infographic to share with internal employees as well as candidates.

Brand alignment updates

We integrated the recruitment campaign into our talent acquisition toolkits (hiring manager, candidate, and TA guides / documents).

RESULTS

The AGS team improved brand awareness and recognition in the region, delivering:

- Reduced average time to fill during campaign period to 35 Days (from 40 days)
- 34% increase in applications in first month of our campaign
- 87% total increase in applications through campaign completion

LOOKING FORWARD

The team continues our initiatives within India, and over the next 12 months will:

- Enhancing our digital campaigns to include more video
- Identifying more diversity events and participating in more awards
- Identifying further branding opportunities in the local community
- Holding more onsite, BU focussed events



ABOUT ALLEGIS GLOBAL SOLUTIONS

Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focussed solutions that make a difference for businesses worldwide.

