

Strategic Talent Sourcing

The Key to Quality Hire



A decorative graphic consisting of a curved line with segments in grey, blue, and red.

Abstract

Gone are the days when recruitment professionals employed random job-seekers after scrutinizing through classifieds and other registered job portals. In this era of leading competitive world, identifying the right talent for an appropriate requirement is the norm. Short of right talent, the given tasks and assignments are far from being attained. Hence, looking for the right talent has turned out to be an ethical practice of most HR managers. However, the challenge lies in identifying the right talent. Several recruiters terribly fail at identifying the right talent for a position. This is because the art of finding apt candidates or talent mapping is a skill developed only by expertise recruitment professionals.

Talent mapping is no regular skill. It needs an inordinate deal of patience and endurance because recruitment professionals take into account every bit of information before presenting the full picture. Recruitment professionals have an eye for detail and are competent to map talent through several tools and strategies. The knack of talent mapping lies in how well a recruitment professional is able to follow latest industry trends, keep up with vitality and novel career opportunities.



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As employee demographics shift and average employee tenure drops off, the competition for employing the best job candidates is fierce and becoming more every day. As such, HR managers and recruitment professionals face a host of challenges, comprising:

- Difficulty drawing “best fit” job candidates to the company
- Failure to connect with candidates that fit job profiles for vital roles at the moment of need
- Frustration of looked-for candidates due to complex processes
- Misalignment of localized recruitment and hiring processes with the needs of a global company
- Inflated cost-per-hire or incapability to assess talent acquisition costs



The digital natives raised up with social and mobile technology and headed the way in embracing these technologies. But now, job aspirants across demographic groups often begin their exchanges with employers through the social Web, where they suppose to become acquainted with the employer’s culture and “brand,” understand about available job prospects and even directly engage with employers.

To economically transform talent acquisition procedures — containing talent forecasting, candidate assessment, job profiling and interacting with appropriate candidates — companies must leverage solutions based on social, mobile, analytics and cloud technologies. The advanced abilities of these solutions are vital in getting a ROI on talent acquisition transformation initiatives and are key to serving companies jump ahead of their competitors by attracting and retaining the right employees.

The Problem

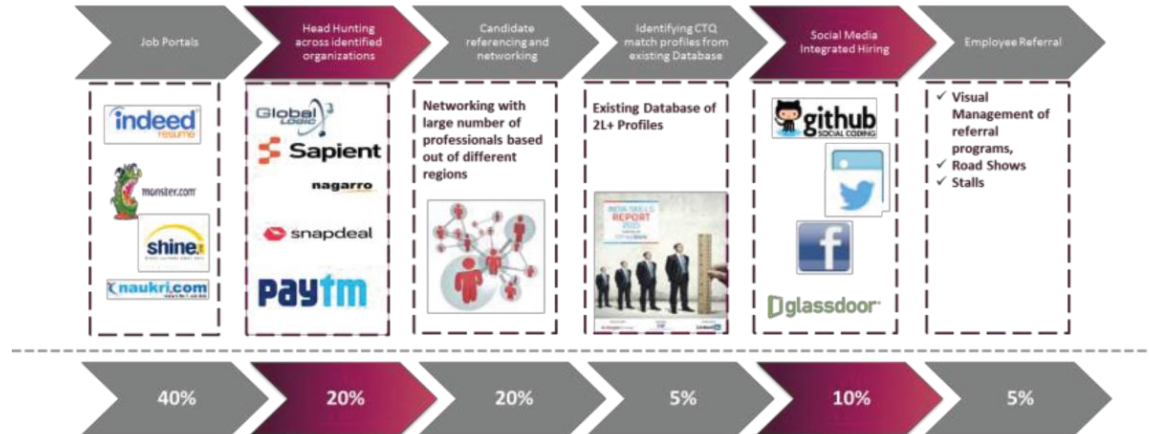
Our client is a public-listed (NSE & BSE) - IT Product & Solution specializing in BFSI sector company with imprints across 50 countries around the world. With over 1500+ employees and \$10Mn in profits, this mid-size IT firm faced a challenging task of attracting, retaining & nurturing talent for the core-engineering roles. In the need of acquiring extremely niche skills but faced with the challenge of hiring in the Indian market, the client partnered with PeopleStrong for addressing their end-to-end talent management needs. PeopleStrong proposed a Talent Mapping and project hiring intervention for the client to address their near & long-term Human Capital needs.

The Market Mapping

PeopleStrong carried out a pan-India Talent Mapping exercise to generate a skills repository through a pool of qualified, passive and interested candidates for Core Java roles specializing in Hibernate & Spring, over a period of two-month. The skills maps were generated after identifying and mapping the client’s direct & indirect competitors in India. We also identified and mapped the firms which did not compete with client in business but were potentially harboring the skills as deemed “Best Fit” by the client.

After discussing the client’s requirements in detail, we configured a two- month, research driven project with weekly outputs and formal review points. PeopleStrong dedicated an internal team of expert researchers and consultants to lead the mandate and ensure successful delivery.

Sourcing Overview



Challenges to Overcome:

- Multiple offers in hand
- Expectation between 40 to 70% hike
- Joining Bonus and other perks

Insights:

- Average Min Max Compensation for the position is 3-5 LPA
- More than 65% of pool available in North & West followed by South (26%) and East (6%)

Skill: Product Manager/Architect/Lead

Profile: Software Engineer

Domain: Software Product

Experience: 6-10 Years

Location: PAN India & NCR



We commenced the project by gathering information on key competitors, target skills, target competencies and topographical spread of the talent. This was followed by identifying the talent maps for desired skills across the approved industry verticals. We developed different set of questionnaires for different skills to be assessed within the identified talent pool.

As Charles Darwin said "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change". With PeopleStrong, client has created a differentiated and strategic solution for - "Talent Mapping Framework" which is nimble and designed to ensure that they ahead of the game in prospecting talent.



About PeopleStrong

PeopleStrong is a leading platform based mpHRO (Multi-process HR Outsourcing) and Technology company, headquartered out of Gurgaon in India. We enable Business Leaders and CEO's in transforming their people agenda. Our proposition value is further enhanced by the fact that customers see us as trustees of HR Transformation, partnering in their prime objective of creating Happy Organizations. We have implemented some of the largest HR Service Centers in Asia Pacific. We deliver employee services across regions and time zones for more than 300,000 employees and have hired more than 40,000 employees through a unique technology interface coupled with high end decision making Tools for people data. We are the first company in the space to be successfully assessed on SSAE16.

For details more details, visit www.peoplestrong.com

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