



The right people

to start with

A leading financial services provider partners with KellyOCG to hire the right talent for its new shared services center

A global banking and finance provider with multiple decades of business expertise in India, offers consumers and institutions a broad range of financial products and services. These include consumer banking and credit, corporate and investment banking, securities brokerage and wealth management. While offering personalized and customized services to customers across the wealth continuum, the provider also makes a positive difference in the communities in which it works through its financial inclusion programs.

With a few thousand employees across various locations in India, the provider uses multiple agencies for recruiting talent. When the global player decided on setting up a captive center in India to service global needs, it engaged the Kelly Outsourcing and Consulting Group (KellyOCG®) to design and build a customized Recruitment Process Outsourcing (RPO) solution, for hiring the right talent. The new center would be the firm's largest setup providing shared services globally, in the operations and technology domain - including new technology development.

The challenge

The provider had prior experience of setting up service centers to draw from, however, the requirement for the new service center was far more complex as niche roles for new technology development were also needed. The shared service center would need employees for various departments and functions including: Procurement, IT Infrastructure, IT Software, Regional Operations Support and Accounting & Finance. The space they would be operating in-the Business Process Outsourcing (BPO) industry-also posed a challenge to finding and retaining high-quality talent.

Overview

THE CHALLENGE

The provider needed a solution for its new shared service center that would deliver high-quality talent in a timely manner while integrating with current HR processes. Additionally, it was imperative that the solution provided access to candidates with niche skills as they are in an industry where many have generic skill sets.

THE SOLUTION

KellyOCG delivered an RPO solution customized to meet client's requirements across departments and functions. Fully integrated with client's HR processes and operated on-site, the solution ensures close monitoring of all processes and results. KellyOCG also implemented the use of various tools to procure high-quality talent within the industry.

THE RESULT

The new shared services center is fully operational, delivering the required number and high-quality talented employees hired, faster and more cost-effectively, through the RPO solution implemented by KellyOCG.

The client was looking for a one stop solution to recruit the right talent for all roles in a timely manner. Nearly 2000 professionals had to be hired in the first two years with a streamlined HR process to ensure a good successful start at the shared services center. To ensure success, an experienced recruiter with thorough knowledge of the space was necessary.

The solution

KellyOCG implemented, a fully customizable RPO solution at the client's location. Experts from KellyOCG were deployed to closely interact with the influencers, users and decision makers to deliver the solution effectively. In addition, an offsite sourcing engine was setup to provide support to the onsite team.

KellyOCG began working with complete understanding of the requirements for every role, including niche roles requiring specific skills. To reach high-quality talent the team used the highly customizable KellyOCG sourcing blueprint for the first time in India. The blueprint included multiple sourcing channels such as: career sites, job postings, referrals, internal job postings, recruiting events, co-branded events with clients, social media and diverse groups. As a vehicle to reach the high-quality niche talent, specialized communications were also created to highlight the challenging nature of work they would encounter.

The end-to-end RPO solution included candidate sourcing and screening, interview scheduling, offer management and onboarding. The team ensured compliance to the client's Application Tracking System (ATS) on various parameters (input, requisition approval, reporting, analysis, metrics and roadmap) by integrating it with the current HR processes. This provided visibility of the entire process leading to improvements in hiring efficiency.

The targets set for hiring talent across all levels, in various functions and departments were consistently met with the effective implementation of the RPO solution by KellyOCG. Once the number of employees reached critical mass, KellyOCG engaged with on-boarded employees to promote internal referrals and mobility within the shared services center.

KellyOCG believes that existing employees are the best brand ambassadors and if placed in the right situation can effectively recruit talent. Putting an initiative like this in place proved successful when over 20% of current employees were sourced from internal channels. KellyOCG also created an Employee Value Proposition (EVP) with the client to use as an employer branding tool. The EVP includes a company profile, specialized messaging and career progression information that will be shared with new hires and existing employees about the employer brand and its value. The well-defined EVP helps to attract and retain the right-quality talent in the long term.

KellyOCG also succeeded in making hiring more cost-effective for the client at multiple levels. The time-to-hire for various positions was significantly lower compared to other agency suppliers. Additionally, the number of agency suppliers used by the client also decreased due to the highly customized solution delivered.

The result

The shared service center is now fully operational with a few thousand full-time hires, and the end-to-end RPO solution implemented by KellyOCG continues to deliver the quantity and quality of hires required by the client. Some of the key results include:

- More than 50% technical and professional positions were filled in the first 18 months
- 33% improvement in time-to-hire with KellyOCG solution, as compared to other agency suppliers
- Over a 25% decrease in cost-per-hire was achieved
- Effective communication by KellyOCG ensured that over 90% of offers made were accepted by candidates
- Reduction in agency suppliers with the implementation of the complete RPO solution

The client is delighted with the timely and efficient implementation of the RPO solution by KellyOCG. The partnership continues with more results to look forward to.

For more information on how KellyOCG can help your business, contact Francis Padamadan, Country Director, KellyOCG India, at +91 96 890 50000 or send an e-mail to francis_p@kellyocg.com today.