

Taggd Aids an International Leader in Consumer Insights in Building and Establishing Capability Centers



Gurgaon, Haryana Oct 18, 2022 ([Issuewire.com](https://www.issuewire.com)) - In Q3 2021, Taggd was contacted by a US-based enterprise with a nearly 100-year history of helping corporate organisations with the critical task of hiring highly skilled IT professionals with a particular skill set. As a business that was growing internationally, it needed to establish captives and technology centres in India to serve its international clients, therefore Taggd structured its goals as follows:

- Setting up the captive centres from beginning to end in the two designated cities.
- Knowledge of the talent pool's market potential
- Talent diversification - at least 25% of all posts must be filled by women
- Prioritize closing 25+ ageing positions that have been vacant for more than six months.
- Hire personnel with specialised abilities in Dynamics 365, SAP, Big Data analysis, and DevOps

Here are some of the challenges that the company encountered:

The talent pool for the desired skill set combination is extremely small, which significantly limits the opportunity to locate candidates who are prepared for employment. Additionally, the client didn't offer a full-time WFH role and only needed applicants from two cities, which made it more difficult to find candidates from a talent pool that was already small. Since every recruiting manager on their client's panel is in the US, there was no room for bulk hiring drives and very little time was available for quick, on-the-go communication.

They carried out the following interventions during the process:

To find the optimum talent catchment region, they conducted a thorough talent market mapping exercise. Also focused on quickly filling positions that were becoming vacant by going through crucial to quality (CTQ) standards and 5 focused outreach efforts and physical and internet drives were carried

out. To stay in touch with the applicants even after the offer stage, they developed a Dedicated Engagement Strategy. To prevent delays, they handled their resources in accordance with US time.

After all of the devoted work and cooperation, they were able to assist their partner in achieving their objectives for recruiting talent.

To be precise, the following list of results was achieved:

Within six months, they closed 100 specialist posts, launching the operations of capability centres in India. In approximately 30 days, they were able to fill all of the ageing posts that had been vacant for seven to eight months. Due to their mutual choice to let the applicant relocate after a few months rather than moving virtually immediately, they onboarded multiple job-fit people from across India. This assisted in increasing the pool of available [IT hiring](#) talent while preventing the loss of valued talent. Even in the most specialised jobs, they managed to achieve 23% women representation through consistent, focused workplace branding campaigns.

They exceeded their diversity goal of 25% in a niche talent pool by achieving 23% diversity, surpassing their ATS adoption rate of over 95%, and reducing dropout rates from 27% to 16% in just six months.

About Taggd:

Through the use of data-driven and knowledge-driven digital recruitment solutions, [Taggd](#) helps businesses find applicants who are qualified for open positions. Over the years, they have worked with more than 100 companies and assisted them in hiring more than 500,000 individuals.

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