

# CASE STUDY ON TEAMLEASE RPO

## CLIENT BACKGROUND



Tata Business Support Services (Tata BSS), exist to simplify. Simplify the business of customer lifecycle management. Simplify the way we engage with – and deliver value – to clients. Simplify the lives of our client's customers in an increasingly complex world.

Tata BSS is a wholly-owned subsidiary of Tata Sons, holding company of the prestigious Tata Group founded in 1868. The Tata group is known as much for business excellence and value creation, as it is for good corporate citizenship, strong values and business ethics.

## APPROACH

Project RPO with an on-site coordinator, was introduced with SLA based approach to keep conversions and hit ratio high.

Teamlease deployed a dedicated backend team with Key account manager handling the transitional aspects of the client. The team had solicited immediate joiners, Candidate in notice periods etc. to fill the urgent positions.

## ACHIEVEMENTS

TeamLease closely worked with client TA team and formulated the process to ensure hit ratio is kept high. Requirement understanding, marketing mapping and team work, was on dot which resulted into customer delight and converted to bigger numbers.

First level of screening was at recruiter's end and another filter was at delivery manager, this gave a 91% accurate submissions. The holistic hit ratio at this project, submission to offer, was at 1:2.5 which was the key to success.

Entire project was completed within stipulated timelines; phase-2 project is expected to be bigger and with bigger scope of work.

## CHALLENGE

TATA BSS, was ramping up their collection business pan India, Challenge was to hire 80 resources in stipulated 45 days' time. Along with the tier 1 cities, mandate was to pull in resource up country – tier 2 and tier 3 locations. This was pilot project for client and expecting huge projections this year.

## CLIENT TESTIMONIAL

**RPO collaboration with TeamLease has been, extremely productive – Teams have demonstrated clear commitment and team work. TeamLease has been successful to address our pain areas and took load off us, left us to focus more on our core businesses. All the Best!**

*Brain Dsouza  
Sr. Manager Talent Acquisition –  
"BFSI & CORPORATE HIRING"*

PROCESS TO  
KEEP 80% HIT  
RATIO

91% ACCURATE  
SUBMISSIONS.  
1 : 2.5 HIT RATIO

HIRING COMPLETED  
WITHIN THE  
DESIRED TIMELINES