

Best Practice

100 Hours Recruitment Marathon



About the Author

John Chacko leads the Human Resources function at Mahindra Satyam BPO. He is deeply involved in every aspect of HR, leveraging his rich experience in all areas of People Strategy, including Organizational Development and Organizational Effectiveness.

Executive Summary

Companies are innovating techniques and methods to attract and retain talent. Today the hiring managers need to innovate consistently, while keeping an eye on the escalating costs. To overcome the challenges, Mahindra Satyam BPO launched an innovative model for recruitment – which is easily industry's first ever initiative called the '100 hours non-stop recruitment marathon'. This model gave candidates liberty to walk in any time and appear for an interview.

Introduction

It was July 25, 2006, and Mahindra Satyam BPO was aiming to hire over 100 employees in the next four days. The HR team was under tremendous pressure to come up with a path-breaking idea to help tide over the crisis. Quality of hire was critical. Any average job fair would have resulted in an average conversion of 10-15%. The situation demanded more than above average conversion of 10-15% which ruled out the use of a job fair as a recruitment medium.

The top four challenges that came in the way for enhancing conversion rate included:

1. Lack of convenient timings to attend interviews
2. Too many options for candidates
3. Increased competition
4. Footfalls at a job fair on the weekend

Keeping all these challenges in view, on July 27 at 10:00am, Mahindra Satyam BPO kicked off a record-setting recruitment drive for 100 non-stop hours at its corporate office in the HITEC City, Hyderabad.

A week prior to July 27th, Mahindra Satyam BPO put together a complete marketing plan around the recruitment marathon. Some of the unique ways used to market the Recruitment Marathon were:

- Announcements in Radio City using innovative jingles and call-in numbers
- Posters in all Mahindra Satyam BPO premises in Hyderabad
- Standees in the offices premises to encourage word of mouth marketing
- Mass mailer and calls from job portals
- Special internal communication mails regarding the marathon
- Public Relations by getting various media, like The Hindu, CNBC, etc. to cover the marathon
- Blogs were targeted to spread the news

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Mahindra Satyam BPO's trade Mark Number for 100 hours recruitment marathon is 1517357.



All these led to professionals with a minimum of six months' experience in the BPO space making a beeline, looking for an ideal career. The recruitment team was available round-the-clock, conducting interviews and issuing offer letters to successful candidates on the spot. The recruitment marathon ended at 4:00pm on July 31, 2006.

Benefits

The '100 hours non-stop recruitment marathon' drive made the recruitment process more accessible to the potential candidates than never before. Consider a few takeaways:

- Interviews conducted for 3 days - 24x7 interviews/interactions with candidates
- Around 500 candidates walked in for interviews
- 40 offers released
- Effective utilization of Radio (FM) Medium with jingles round the clock

The huge turnover of candidates speaks volumes about the success and appeal of the event. Compared to a job fair held on a weekend, the 100 hours marathon saw 7-fold increase in the number of offers rolled out.

The best candidates underwent the recruitment process and cleared all the rounds on the spot. The success of the program and its innovativeness led Mahindra Satyam BPO to file a trade mark for 100 hours recruitment marathon.

The idea behind organizing such an event was to give prospective employees the chance to walk in any time during the day or night and go through the recruitment process.

The event was a success not only in terms of the number of Associates recruited but also the fact that it was appreciated industry-wide as a path-breaking and innovative initiative. This event also increased Mahindra Satyam BPO's brand recall amongst the youth in Hyderabad. A survey conducted in HITEC City among the target audience highlighted the success of the communication campaign. Almost 80% of the target audience interviewed recalled the '100 hours recruitment marathon' and spoke about the innovativeness of the drive.

Complexity of Initiative

Managing a large pool of candidates who walked into the organization round the clock was a big challenge. This required help from people across functions for conducting the written test, screening and interviewing.

Another major challenge was to promote the exercise within the target population, so as to generate interest and draw the qualified candidates to the recruitment drive.

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Conclusion

Organizations will have to continuously look and evaluate their hiring strategy and approach a 360 degree approach to recruitment. Innovation holds the key in attracting new talent and, therefore, recruiters will need to get marketing savvy.

Editor : Benz Thomas, Manager – Marketing & Communication

For further information please write to Connect@mahindrasatyambpo.com and rfi@mahindrasatyam.com.