

Case Study: Recruitment solutions for one of the leading companies in Healthcare

Background

Our client is a part of global health care company. It is a leading brand and a worldwide leader in nutrition science, research, and development. The client was setting up a new division in India and thus had the requirement to hire front line team for sales across the country in a short duration of time. Gi Group India was given an exclusive assignment to hire Territory Sales Managers and Area Business Managers for Northern and Eastern regions.



Service Offered: Search & Selection

Challenges	Solutions	Results
<ul style="list-style-type: none"> • Strict hiring standards • Multiple selection stages • Vast geography to cover- Northern and Eastern parts of India • Availability of very limited talent pool that met the requirement 	<ul style="list-style-type: none"> • Created an internal team of experts to screen candidates • 2 levels of screening was done by Gi consultants to reduce time • Candidates were reimbursed their travel costs at the venue itself; an effort to ensure positive brand experience • Exclusive recruitment drives on weekends - central hubs being Delhi and Kolkata for ease of travel 	<ul style="list-style-type: none"> • Hiring within the timeline • All hiring numbers were met and all positions were closed successfully • Effective process management led to positive brand experience - both for our client and candidates

At a Glance

Open positions: 87 | **Offer letters issued:** 103 | **Total hired:** 86

Role: Mid-level; Territory Sales Managers and Area Business Managers

Project duration: 2 months

Number of drives: 5; 3 in Delhi and 2 in Kolkata