

CASE STUDY

International Recruitment for Francophone Countries

Background

Our client is a global leader in providing mobile solutions beyond VAS. During the past decade, it has expanded its portfolio of solutions and services. It first entered the Africa market in 2003, when it deployed its billing solution for a leading operator in Nigeria after which it has expanded solutions to over 40 African countries. The requirement was to hire for:

SENIOR POSITIONS IN FRANCOPHONE NATIONS (DRC, CONGO-B, BENIN, IVORY COAST), AFRICA



Service Offered: Selection

AT A GLANCE

Level: Multiple Senior positions

Timeline: 1 month

Location: DRC, Congo-B and Benin



Challenges

- People in Francophone countries converse majorly in French; communicating/ assessing them is a challenge
- The requirement was crucial & access to database in target geographies was a challenge
- **People in critical positions** had to join within 1 month.

Solutions

- Use of Technology: Internal teams were deployed to extract database from various networking sites. This helped in establishing relevant connects within various groups and communities in these countries
- Extensive references were generated to expand our candidate database
- Most of the CVs received were in French language. Various online tools were implemented for effective screening & for eliminating the language barrier. This saved time and the project could complete on time.

Results

- Effective approach led to timely joining of team members & project commencement
- The team is now well equipped with database and can do hiring anywhere across the globe