

## Merging the art and science of recruitment

# P&G



## A Recruitment Shared service Center Case Study

Consumer goods Industry

 **PeopleStrong**



Provide end to end recruitment solution and find the best available talent

P&G is one of the largest and amongst the fastest growing consumer goods companies in India. Established in 1964, P&G India now serves over 650 million consumers across India. Superior product propositions and technological innovations have enabled P&G to achieve market leadership in a majority of categories it is present in. P&G operates under three entities in India - two listed entities “Procter & Gamble Hygiene and Health Care Limited” and ‘Gillette India Limited’, as well as one 100% subsidiary of the parent company in the U.S. called ‘Procter & Gamble Home Products’.

Recognized as one of TOP 10 Most Admired Companies in the World, P&G has a very strong commitment to grow its leaders from within. P&G India believes in hiring the best fit interns and full time employees through a well structured recruitment process. They hire almost all the employees through campus recruitments visiting a list of selected campuses in India. They partnered with PeopleStrong to manage their end to end recruitment activities based on PeopleStrong’s long history of functional expertise, strategic acumen and commitment to success.

Their partnership with PeopleStrong began in the year 2011 as a 3 year contract. Based on the excellent results and timely deliverables by the PeopleStrong team, P&G India has extended their contract for another 3 years of successful partnership.

The Business need was to incorporate recruitment reengineering. Client wanted to hire the “best – in class” manpower through rigorous screening process. They wanted to streamline the end to end recruitment processes to fulfill the position needs in very tight timelines.

### The Problem Statement

The client faced an uphill task of “Talent Acquisition” with limited sourcing channels. They felt a lack of seamless coordination & standard communication throughout the organization. The client’s expectation from the PeopleStrong was consistency of recruitment processes, efficient & effective execution of manpower requirements and integrated strategic service delivery.

P&G India spans across 5 plants and 3 major office locations in India. They felt a need to consolidate the hiring of the employees across these diverse locations and use a shared services model delivered by a single vendor instead. The firm chose PeopleStrong as its partner in this engagement, given our proven multi-shore delivery experience, and our deep expertise in managing recruitment shared services for several clients across India.

### Summary

- Client is one of the largest and amongst the fastest growing consumer goods companies in India and across the world
- PeopleStrong built a complete recruitment solution for the client so that the best available talent could get hired.
- The client wanted a specialist which could take care of all its requirements so it turned to PeopleStrong.
- The Business need was to provide a comprehensive solution for the manpower requirements of the company.
- Further all the positions needed to be filled within stringent timelines as required by the client’s project schedule.



## Key Results

- Low investment cost & seamless transition of operations on the ground
- Mitigation of operational risk with improved retention of staff & enhanced client productivity
- Administrative burdens of recruitment removed, prompt & professional dealing with all candidate EOIs received
- Expansion of sourcing channels & increased quality of the process through faster quality search
- Enhanced communication & higher level of engagement increased the brand visibility
- Improved tracking & efficiency of the process through defined SLA & contact points, thus 90+% of positions filled on time
- Detailed Process analytics which eased understanding of bottlenecks & improved efficiency in the process

## HR Transformation - The PeopleStrong Way

Client's mission was to attract, hire and retain the very best talent and invest in growing and developing that talent over time. Talent development was a top business priority for them and they have become known for developing the finest business leaders. They believe that their people are their greatest competitive advantage and this is what makes them unique.

Carrying the client's belief in the same direction, PeopleStrong's committed team started with an "AS-IS process understanding" of the current recruitment process of P & G India. Delivery was then divided into 5 main categories :

- Resume Screening
- Online Assessment
- Interview Scheduling Activities
- Pre-Joining Engagement
- Process Analytics

The process flow was then designed for Off campus hiring, On Campus hiring, Avatar hiring and other recruitment process support systems. The well-defined process flow of finding the right fit for the company helped in increasing manager's satisfaction and reduced attrition.

Under the Interns category, 45 interns were hired in 2012, 55 in 2013, 70 in 2014. Under the Full time executives category, 78 candidates were hired in 2012, 65 in 2013 and 40 in 2014.

Under the Off-Campus hiring, 20-25 candidates were hired May 2012 onwards.

## Business Impact

- **Compliance**
  - Adherence to process level agreements
- **Effectiveness & Performance**
  - Managing transactions related to New Hire, transfer etc.
  - Handling logistics, data for a smooth execution of recruitment process
- **Cost Leadership**
  - Minimize Annual cost by effectively managing travel, logistics and efficient co-ordination
  - Enhanced cost effectiveness
- **Efficiency**
  - Reduced Turn-around time for hiring a candidate
  - Active engagement with the candidates till the joining date.
  - Consistent, Great employee experience

## P&G CEO Challenge made a success by PeopleStrong's commitment & enthusiasm

In line with the client's mission of developing leaders, they designed a case study based challenge targeted at University Students across the globe (Nigeria, South Africa, Morocco, Dubai, Saudi Arabia, India, Pakistan and many more) to give them the opportunity to experience working on World Class brands and develop their business acumen via face to face interactions with top P&G leaders at the stage 3 of the competition, deliberating on solutions to business cases. The competition was aimed at P&G getting great insights from the best minds of the country and at the same time, helping students understand the way P&G functions.

P&G turned to PeopleStrong's committed team to make this international event a success story. The entire management of implementing the case study competition was laid on the shoulders of PeopleStrong's delivery team. Our team managed the below activities majorly :

- Communicating the case study details to the campuses
- Managing the branding of the competition & logistics (poster designing, flyer designing etc)
- Engaging with the candidates
- Conducting the competition & collection of feedback & responses
- Managing travel logistics for the winning teams till Mumbai & Dubai for the final rounds of the competition.

PeopleStrong's functional expertise, strategic acumen and commitment to success were instrumental in helping the client making this large scale case study competition a huge success.



## Testimonial



*PeopleStrong are our arms and legs. They do all they can to make our lives happy.*

*Vatsa & Lynette*

*P&g*







PeopleStrong HR Services Pvt. Ltd. (PeopleStrong, the company) is a leading platform-based mpHRO (Multi-process HR Outsourcing) and technology company, headquartered at Gurgaon, India. It specializes in HR shared services, recruitment process outsourcing (RPO), payroll & compliance management, and cloud-based HR technology solutions. Since its establishment in 2005, the company has built a unique combination of domain expertise, operational excellence, and innovative technology to deliver optimum level of services to its customers. Through its platform-based HR solutions, PeopleStrong facilitates the customers to achieve higher gain margins, efficient business functions, increased productivity levels, better return on investment (ROI), and 'happier employees'. PeopleStrong has clients across diverse industry sectors. The company is one of the first platform-based integrated HRO/RPO companies in India to be successfully assessed on Statement on Standards for Attestation Engagements (SSAE) No. 16 for reporting on controls by Auditing Standards Board of the American Institute of Certified Public Accountants. PeopleStrong launched the first HR command centre in the Asia-Pacific region in 2013 to empower business leaders to move from hindsight to foresight to insights, building predictability in hiring, productivity, utilization and attrition, thus correctly aligning HR to the business.

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