

# CASE STUDY: Aspiration

## Aspiration uses Talentscout to leverage its candidate database more effectively

### COMPANY

- A leading specialized consultancy for sales and marketing talent

### CHALLENGES

- Database has grown over time, and search takes time
- Needed a system to maintain record of candidate preferences and interactions
- Keeping in touch with candidates and clients was necessary
- Assigning responsibilities and checking status within team was difficult

### SOLUTION

- Talentscout

### RESULTS

- Faster closure of positions. Searching candidates has become easy
- Maintaining candidate interaction history and preferences is simple
- Monitoring of recruiter and team performance has become effortless
- Enhanced rapport with candidates and clients

### COMPANY

Aspiration is a Mumbai-based specialized consultancy focusing on recruiting sales and marketing talent for the media industry.

Launched in 2002, the inspiring principle behind the formation of Aspiration has been to provide the very best talent in the specific domain. They focus on finding the right match with the help of their strong domain expertise and extensive candidate database. Aspiration aimed to streamline their database to fill positions faster.

### CHALLENGES

Aspiration has created an extensive database of niche talent over the last 7 years. They leveraged this database to close positions for many of their esteemed clients. However, over the years, the number of candidates in this database has grown. It was a challenge to search through this database for the right candidates quickly.

For a niche player like Aspiration, it was important to build good relationships with the candidates. This required their database to reflect the latest candidate contact information, preferences and interaction details, which was difficult using manual processes.

Assigning responsibility to recruiters and checking their status regularly was also a task for the management. "Two years back, tracking the progress of each position and every recruiter was not difficult at all. However with growth we were losing our visibility", said Sarabjeet Sachar, Founder & CEO of Aspiration, "We realized that to continue growing, we will have to consider automation."

### SOLUTION

Aspiration selected Talentscout to keep its database up-to-date and improve response time to clients.

With Talentscout's centralized database, recruiters now easily find and shortlist top candidates using keywords or filters such as skills, locations, educational qualifications and years of experience. Talentscout's duplicate detection system helps recruiters keep the database updated and clean.

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“Talentscout has improved our speed of delivery which helps us cut down our turnaround time.”

Sarabjeet Sachar  
Founder and CEO, Aspiration

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Using the candidate interaction history available on Talentscout, recruiters record every interaction for each candidate.

With the help of Talentscout, the management can set workflow with well-defined ownership for each user. This greatly enhances the performance and accountability of users.

### RESULTS

Talentscout has helped Aspiration close positions faster.

Recruiters now search and shortlist candidates based on their backgrounds and their job preferences. Having such detailed information about the candidate helps recruiters prequalify candidates for each position. Candidates also feel cared for and appreciate the fact that Aspiration acknowledges their expectations when offering them opportunities.

Talentscout has helped Aspiration simplify communication with clients and candidates. This has not only strengthened the bond with clients and candidates but has also increased the brand awareness of Aspiration.

With Talentscout, the management can now monitor the recruitment progress of each position and analyze the efficiency of the recruiter responsible for it. Reports also help the management track and identify effective candidate sources.

Productive tools such as auto generated to-do lists, automated reminders and duplicate detection has helped recruiters accomplish their tasks in lesser time, decreasing the turnaround time to clients.

Talentscout has helped Aspiration streamline the entire recruitment process, critical for its continued growth.