

CASE STUDY: Ekartha

Ekartha implements Talentpool to deliver the right talent at the right time

COMPANY

- A leading provider of products and services in SAAS & On Demand Software

CHALLENGES

- HR Team had to recruit quickly to satisfy rapid expansion
- Excel based candidate tracking slowed down the recruitment process and reduced staff productivity
- Long lead times to fill positions

SOLUTION

- Talentpool Enterprise

RESULTS

- Reduced lead time to fill positions
- Own, easily searchable resume bank
- Better visibility of the recruitment progress
- Improved recruiter efficiency – recruiters now talking to more people in a day
- Eliminated excel sheets and file folders from the recruitment process

COMPANY

Ekartha is a US based software development company which provides products and services in the area of On Demand Software or Software as a Service (SAAS). Ekartha's Development Center in Pune has been growing at a rapid pace to keep up with the demand from its customers in the US.

CHALLENGES

Since Ekartha hired only hard core technologists with extensive product development experience, finding people to feed its rapid expansion was a continuous challenge for its HR Team.

The HR Team used Excel sheets to track potential candidates. Its database consisted of resumes stored in different file folders named as per skills. Candidate interaction and interview management were done via email. Using these different systems meant duplication of data and reduced recruiter productivity.

Because of its stringent selection criteria, recruiters had to process over 100 resumes to fill each position. The shortlisted candidates had to be reviewed by Project Managers who had very little time to spare for recruitment related activities. Getting everyone to collaborate was a great challenge. Quite a few resumes would get dropped through the entire process of short listing, interviews and offers.

"The management was anxious to fill positions quickly, and there were just the two of us handling recruitment as well as other HR activities" explains June Nilsson, Ekartha's HR Manager. "We had to reduce the time to hire for each position while maintaining our high standards".

SOLUTION

To meet its recruitment goals, Ekartha selected Talentpool.

Ekartha's HR Team and Management now have a real time view of the recruitment progress at every point of time. Details of open positions, number of vacancies, candidates in process and pending offers are available at a single click.

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“... thank your team for developing such an excellent tool for recruiters. This tool provides much needed support to us throughout our recruitment process.”

Assir Abbas Dar
HR Executive at Ekartha

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Ekartha has compiled its own, easily searchable resume bank. Project Managers can now search and shortlist candidates based on the skills, years of experience, location, educational background and other keywords.

With Talentpool's auto generated to-do lists, keeping track of pending tasks is a breeze. No resume ever gets dropped because someone didn't do the needful.

Talentpool automatically sends interview and feedback reminders to interviewers by email. Interviewers can now get all their recruitment related tasks done without having to login to the application.

RESULTS

Talentpool has helped Ekartha's HR Team reduce time to fill positions. HR and non-HR personnel are now able to stay on top of their recruitment related tasks. The net result is a lot fewer dropped tasks, leading to a decrease in the time to hire.

Ekartha has created its own resume bank with candidates that satisfy its selection criteria, but were not suitable for open positions. This has helped it lower the dependence on placement agencies.

The entire recruitment process has been streamlined. Top Management has a real time view of the recruitment progress. The HR Team too is now able to track and analyze its own performance. Talentpool's ready-to-use reports help it track key recruiting metrics such as time to hire, hiring source effectiveness and recruitment efficiency.

Tools such as mass mail, automated reminders, follow up flags and auto generated to-do lists have increased recruiter efficiency. Recruiters are able to accomplish their tasks in lesser time, helping them reach out to more candidates than ever before.

Excel sheets and file folders have been eliminated from the recruitment process.