

lets



About the Client:

T is one of our most admired clients. Other than the present RPO services, TMI relationship with T covers Campus Hiring, Turnkey Recruitments, Off Campus Hirings and Employer Branding Initiatives.

T, in line with their culture of care and concern, launched an ambitious and innovative programme on the International Women's day in March 2008. The objective was to reach out to professionally qualified working women, who had taken a break due to family reasons, and were now looking out for a second career, albeit, in their own terms. Towards this end, T along with TMI conceptualized a program called SCIP, Second Career Internship Program for Women.

Business Line : Recruitment
 Service Line : RPO+EBITA
 Industry : Diverse
 Client : India's most respected business house, lets call this entity 'T'.
 Type : RPO Services

RPO (TMI) Scope of Service:

1. Project Roll Out Planning
2. Media Planning & communication strategy
3. Media Plan Roll Out
4. Website creation and manning
5. Response Management Implementation (Including training Call centre advisers to answer SCIP calls)
6. Inbound query capture interface for call centre
7. First level assessment for must criteria fitment and basic communication check
8. Final Interview Coordination
9. On Boarding Support
10. Post Joining Feedback

TMI Advantage:

The programme was rolled out in Mumbai and Pune and had over 14000 unique hits on its website. The total number of SCIP interns who joined in various projects 35 from 1788 applicants. The interview strike rates post our RPO process was 70%.

How did the company benefit from TMI's expertise?

<p>Speed Approval for communication strategy - 8 days 100% Schedule adherence</p>	<p>Cost Project on a fixed cost basis Media planning & negotiation</p>
<p>Quality FI selects - 70% website, content & programme rating - 98%</p>	<p>Service Response Mgmt. - all modes Overall response rating - 91% Process management - 96%</p>

What we achieved?



Client References will be provided on request

cas