About the client:

N is a mobile handset major known for its innovation in products category and high standards in product and service.

About the requirement:

In an attempt to curb the peak load manning problems in its various dealer outlets across the country and also to enhance customer experience, N was seeking a staffing solution. TMI, based on its strengths on the Campus, opted for a part-time model involving students from campuses. With N's consensus, TMI started the ICE Programme (Internship in Customer Engagement). Today it covers 64 campuses across 30 locations in four states.

Business Line	: Recruitment
Service Line	: Staffing
Industry	: FMCG
Client	: World's Leading and India's largest mobile manufacturer. Lets call this entity 'N'
Type	: Flexi Staffing

Project performance:

Today, close to 450 graduates (undergrads and college drop outs) man various branded and non-branded mobile stores promoting N's mobile handset sales.

How did the company benefit from TMI's expertise?

Ready available quality talent pool from Tier 3 graduate and MBA campuses across locations was shared with "N" officials. These candidates were of better quality vis-à-vis those already working in this segment. The turnaround time from order signing to sourcing was a mere 45 days. The same quality of assessment was followed across all regions ensuring uniform quality of intake. Peak load manning issues were addressed for all times using this innovative model of sourcing. **Deployment rather than Retention was the TMI Focus.**
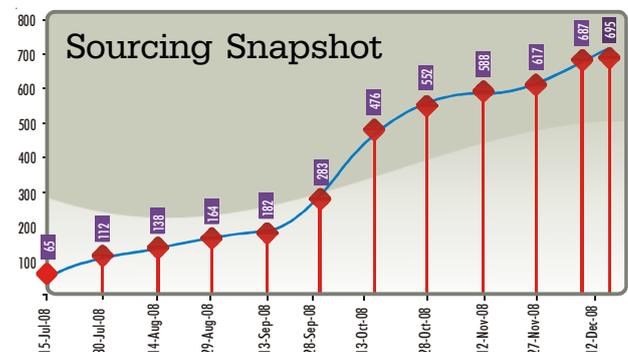
TMI Scope of Work:

The TMI scope of work included setting up the entire Flexi promoter organization as an independent entity. This entailed the following:

1. Hiring of Promoters
2. Hiring of administrative machinery including Team Leaders, Area Managers, and a Programme Director.
3. Tracking attendance and sales performance on a daily basis

Future Avenues

TMI is now broad basing this service to cater to large scale demands among its Telecom Service, Retail and other priority sectors.

Sourcing Snapshot

Date	Value
15-Jul-08	65
30-Jul-08	112
14-Aug-08	138
29-Aug-08	164
13-Sep-08	182
28-Sep-08	283
13-Oct-08	476
28-Oct-08	552
12-Nov-08	588
27-Nov-08	617
12-Dec-08	687
	695

Client References will be provided on request