



Getting started

with the right talent

KellyOCG® partners with leading financial services provider to help streamline the recruitment process and hire a high volume of best-fit talent for a new shared services center.

THE COMPANY

The Indian branch of a global banking and finance provider offers a broad range of financial products and services, and employs thousands of people in the region.

THE CHALLENGE

To fully staff a new shared service center in India, the organization needed to hire 2,000 employees, which would require a significant shift in its existing recruitment processes.

THE SOLUTION

KellyOCG developed and executed a customized solution that involved end-to-end recruitment, supplier optimization, and the deployment of a cross-functional, industry-specialized team.

THE RESULT

The solution empowered the organization to achieve impactful cost savings and process efficiency, as well as gain access to best-fit candidates quickly.

To service growing global needs, a leading banking and financial institution was **building a new shared service center** in India. In order for the shared service center to launch successfully, the financial company **needed to hire several thousand new employees** for a wide range of departments and functions in the first two years of operation, as well as **develop a streamlined process that seamlessly integrated with existing HR processes.**

In the past, the organization had **used multiple agencies for recruiting talent**—however, in order to attract the massive number of employees required to staff the center in the most timely and cost-effective way, the organization needed to reimagine its talent acquisition process.

The company engaged KellyOCG to develop a customized solution that would not only deliver the high-quality talent it required, but also optimize its supplier relationships along the way.

KellyOCG designed and implemented a customized, end-to-end RPO solution including candidate sourcing and screening, interview scheduling, offer management, and onboarding.

With complete understanding of the requirements for every role, including niche roles requiring specific skills, our recruitment team **tapped into multiple sourcing channels** to reach high-quality talent in the region. Because our recruiters were handpicked for their **expertise in the financial services industry**, they had strong credibility with potential candidates—they understood the business and precisely what candidates were looking for in a job. This specialized industry knowledge empowered our team to maximize engagement and deliver best-fit candidates quickly.

In an effort to further maximize cost savings and efficiency, we also worked with the client to **consolidate the number of suppliers** they were working with. Acting as a single source vendor, we were able to significantly optimize supplier relationships. This initiative was critical in unifying the brand voice and ensuring the delivery of consistently high-quality and culturally aligned candidates.

As a result of our engagement, the shared service center was fully operational, and staffed with several thousand full-time hires well within the time frame. Within the first 18 months, more than 50% of positions were filled. Compared to other agency suppliers, we achieved a **33% reduction in time-to-hire** as well as a **25% decrease in cost-per-hire**.

Today, our streamlined and integrated RPO solution continues to deliver the quantity and quality of hires required by the client.

OUR VALUE

**CAPACITY
FOR
HIGH-VOLUME
HIRING**

**SPECIALIZED
FINANCIAL
INDUSTRY
EXPERTISE**

**STRONG ABILITY TO
UNDERSTAND
AND
COMMUNICATE
EMPLOYER BRAND**

About KellyOCG

KellyOCG® is the Outsourcing and Consulting Group of workforce solutions provider Kelly Services, Inc. KellyOCG is a global leader in innovative talent management solutions. Visit kellyocg.com to learn more.