



CASE STUDY

HOW WE FACILITATED BULK HIRING FOR A LOGISTIC COMPANY USING TECHNOLOGY

Background

The company is a leading end-to-end logistics solutions provider with a focus on speed, safe, and reliable nationwide express delivery services to the e-commerce industry.

»» THE BUSINESS CHALLENGES

The company heading towards massive expansion needed field manpower in bulk in a very short span of time. They wanted to communicate the job opening messages to all their previous employees. The database was of PAN India and the objective was to get rejoining from the same to onboard people on an immediate basis.



»» WHAT WE DID

- Designed the SMS content and got it approved by the client
- A panel was created for them from which they can export the reports for the SMS blast campaign
- The campaign was designed in a way that the interested candidate can press 1, and his interest gets registered on the system.
- The system shares the automated report on an hourly basis with the client and also shares the day-end report.

»» RESULTS ACHIEVED

- The brand was able to hire 2800 employees in 15 days
- The solution was able to reduce the hiring cost by 72%

