

CASE STUDY

A Leading Global Sports Retailer



BACKGROUND

A leading global sporting goods retailer was rapidly expanding its omnichannel operations across India while accelerating digital transformation initiatives. As part of this growth, the organization required large-scale hiring across technology and business functions, seeking professionals with strong technical capabilities who also aligned with its collaborative, sports-driven culture.



CHALLENGE

The client needed to hire 180 professionals within 4 months across 6 technology and business skill areas, with a target of 45+ hires per month and an average Turnaround Time (TAT) of 18 days per position. In addition to technical expertise, every candidate was required to meet stringent cultural-fit criteria by demonstrating an active interest or participation in sports. Balancing hiring speed, technical quality, and cultural alignment within aggressive timelines significantly narrowed the available talent pool and increased the complexity of the engagement.



SOLUTION

CIEL HR designed a dedicated enterprise staffing model tailored to the client's hiring philosophy, combining technical expertise with cultural-fit assessment. A specialized delivery pod was established to support hiring across multiple technology and business functions, while recruiters were trained to assess both technical competencies and alignment with the client's sports-centric culture.

The sourcing strategy leveraged niche talent communities, employee referrals, sports networks, and digital platforms to expand access to qualified talent without compromising cultural alignment. AI-enabled resume screening and structured technical assessments accelerated profile shortlisting, while weekly governance reviews with hiring managers ensured hiring priorities remained aligned with business expansion plans. Continuous monitoring of recruitment funnel metrics enabled proactive optimization, allowing for consistent delivery within the agreed hiring timelines.



Business Benefits:

- *Successfully hired 180 technology and business professionals over a four-month engagement.*
- *Consistently achieved an average Turnaround Time (TAT) of 18 days per position.*
- *Enabled rapid scaling of omnichannel retail and digital transformation initiatives without compromising technical quality or cultural alignment.*
- *Improved hiring efficiency through a structured enterprise staffing model and data-driven recruitment governance.*
- *Established CIEL HR as a trusted long-term enterprise staffing partner by delivering against ambitious hiring targets with consistent quality.*

Illustrative Roles Filled:

Technology Roles:

- Java Developer
- Python Developer
- .NET Developer
- React.js Developer
- Angular Developer
- AWS Cloud Engineer
- Azure Cloud Engineer
- GCP Cloud Engineer
- Linux Administrator
- Windows Server Administrator
- Network Engineer
- ServiceNow Administrator
- QA Automation Engineer (Selenium)
- SQL Developer
- Technical Support Engineer

Business / Functional Roles:

- Business Analyst
- Application Support Analyst
- Digital Operations Executive
- Store IT Support Executive



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