

## Off Campus Mass Recruitment Solution

December 2010



"In early Dec of 2010, our HR team was in a crunch situation with the need to hire close to 50 fresh Engineering graduates in a short span of a month. We reached out to many, many vendors before discovering the unique reach & expertise of Freshersworld.com. The quality of work and attention to detail Freshersworld.com displayed throughout the entire exercise of reaching out to candidates, scouting for potential venues, co-ordination to conduct the process for more than 4000 candidates in a single day was extremely impressive. We feel extremely fortunate to have found Freshersworld.com, and confident that our association will give us a distinct advantage over our competitors. We look forward to maintaining a positive and productive relationship in the future with Freshersworld.com. Needless to say, I highly recommend Freshersworld.com.

Coordinator, Human Resource Group, Oracle Financial Services

### Oracle's Recruitment Needs

Oracle Financial Services Software, a majority-owned subsidiary of Oracle, offers a comprehensive suite of offerings encompassing retail, corporate, and investment banking, funds, cash management, trade, treasury, payments, lending, private wealth management, asset management, compliance, enterprise risk and business analytics, among others.

Oracle was looking for 50 freshers from various Engineering streams with above 60% in their Engineering degrees to join their various project teams in Bangalore & Chennai.

### Goals for Oracle Financial Services

1. 50 freshers (2010 batch) from Bangalore & Chennai with more than 60% marks in their Engineering degree
2. As the recruitment was in the month of December & most of the freshers would be placed by then, there was a problem of candidate discovery.

### Online Strategy for the Recruitment Programme

#### **Q - Res Application**

Freshersworld.com suggested using the Q-Res application for short listing candidates. Jobs were posted in the Hot Jobs section and applications invited. As the contact email address was not displayed, freshers directly applied by using their Freshersworld.com ID. Close to 30,000 applications were received from all over India. The Freshersworld.com team filtered the entire database of applicants for criteria mentioned that included the various Engineering streams, batch, cut off percentage, location, etc.

#### **Automated Call Letter Application**

After around 8000 candidates were shortlisted based on the criteria, the Freshersworld.com team split the candidate list into batches depending on the locations & sent out call letters on email & SMS. The call letter contained the exact venue, date & time details, accessibility to the location, transport modes, things to carry, help line numbers (manned by the Freshersworld.com team). The candidate list was intelligently split into batches inviting the local candidates in the morning slot, followed by out station candidates. (Freshersworld.com has an automated system to send call letters that can be used by recruiters)

### Offline Strategy for the Recruitment Programme

#### **Off Campus Drive Location Scout**

The Freshersworld.com Campus Relations team has associations with more than 1500 colleges across the country on the basis of the Campus Ambassador programme. When Oracle requested conducting the event in Chennai, the Campus Relations team spent a day in Chennai scouting for a venue that was accessible & could hold more than 3000 students. The venue was fixed at St Peters College in Avadi which has a huge campus and is easily accessible by MRTS.

### Process Coordination

On the day of the event, the experienced team of Freshersworld.com arrived at the venue early in the day & setup registration desks, announcement kiosks, marked class rooms & also had a special problem resolution desk. (Freshersworld.com team travels with sound systems, notice boards, stationery & other supplies)

As the call letters were dispatched with specific slots, this prevented unwanted chaos at the venue & the candidates were allowed entry after a brief check for documents & photo ids. Results were announced 15 minutes after the test & short listed candidates were invited for personal interviews.

### Results

**Oracle shortlisted around 200 candidates after the drive & finally offered 50 candidates. 42 candidates joined Oracle after a week.**

No of candidates who applied	29876
No of candidates who fit the criteria	13456
<b>No of call letters sent</b>	<b>8547</b>
No of candidates who appeared	3876
No of candidates shortlisted after the test	324
No of candidates offered	56
<b>No of candidates who joined</b>	<b>42</b>
<b>Time Taken</b>	<b>1 Week</b>

### Inference

1. After freshers pass out from college, they are no more associated with the college. Freshersworld.com gets around 3 lakh freshers visiting the site on a daily basis & this is where the freshers hangout. This solves the problem of candidate discovery & any job posted on Freshersworld.com is sure to generate a response.
2. The automated solution from Freshersworld.com takes care of filtering the candidates, sending them call letters & taking confirmations. This improves cost, manpower & time efficiency.
3. The Freshersworld.com team also takes care of scouting for locations & coordinating the drive thus reducing the manpower requirement from the company

### About FreshersWorld.com

Freshersworld.com is the #1 portal for online recruitments for freshers and #4 biggest overall with respect to traffic. FreshersWorld.com was started in the year 2000 when the internet was making its way to India and since then has helped more than 50,000 freshers find jobs and serviced more than 1300 companies. Freshersworld.com accounts for more than 25 Million page views and adds more than 2000 new users everyday.