

High-Growth E-commerce startup Uses TPG to Gain Market Momentum

Client Challenge

This upstart well funded company understood the importance of capturing Indian market share as quickly as possible following approvals. And the company realized it not only needed more sales, marketing and corporate resources, but it also needed to improve the calibre of candidate slates and quality of hires nationwide.

The company determined that its existing RPO relationship, with a per-placement fee model and rising costs, was not delivering the quality of candidates desired for the capital invested. So, with their impending solution launch creating a need for high-volume, accurate hiring, the company decided to use TPG as their new RPO partner.

Our Solution

TPG began by conducting an operational assessment to determine the company's current state of readiness. Following the assessment, We recommended a number of process and hiring practice changes; assigned an experienced project team of recruiters, researchers and support specialists; and designated a senior leader to act as a strategic engagement manager during the first year.

We also recommended the company create an internal project management role to lead the effort from their side. A system of metrics and results monitoring was developed and implemented, and TPG co-presented the new solution at the company's Board Meeting to roll out the process and train the stakeholders.

Business Impacts

TPG filled over 50 positions annually—15 of them for managers and above, at a cost 50% lower than their previous partner. According to the client, Our candidates stayed longer (turnover reached historic lows) and reached 100% productivity in less time than before. Also, time to fill all open positions dropped to under 40 days, enabling the company to meet its expansion goals and exceed its revenue targets.