

CASE STUDY

Agile Recruitment for Leading Automotive Manufacturer

The Situation

A leading automotive manufacturing company needed to source high-quality candidates for hard-to-fill positions within a tight budget and strict policies and practices.

With 3,000+ employees at plant headquarters, our client faced considerable talent needs

Positions were hard-to-fill in the manufacturing domain



The Client

The client is a manufacturer of medium to heavy duty trucks and buses in Chennai, India. Established in 2009, the client employs a more than 3,000-person workforce.



Our History

When the client became dissatisfied with the low level of engagement from its existing direct placement services provider, it turned to Acara in 2015. Our mission? Focus on L7 positions (with the CTC of 3.5LPA – 6LPA). Since then, we've closed more than 45 positions in the bus and truck divisions.



The Challenge

The client's high cost to company (CTC) limited their budget, making it difficult for many vendors to present positions to job candidates. The client struggled finding talent within the boundaries of their policies and practices, and it needed help sourcing expert workers without slowing down operations.

Fixed hike % budgeted on the current CTC

Rigid academic structure

Hard-to-fill positions

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The Solution

With consideration to the client's unique recruitment practices, Acara chose an agile approach; we worked within the client's requirements to help its hiring managers close the hard-to-fill positions—all while empowering productivity and saving costs.

Instead of relying on conventional job portals, we amped up networking efforts and referral results. Our goal was to build the client a more comprehensive internal database—a network of high-quality profiles that recruiters could use to close hard-to-fill positions.

The Result

After three years with the client, Acara closed 45+ hard-to-fill positions. Currently, our team is working on 20+ positions with a 10 - 15% of attrition rate in internal divisions, such as Inplant logistics (Truck Division), QM (Bus Division), and Facility Maintenance (where a higher rate of decline, no-shows, and remote plant location proves to be a consistent challenge). The program's success has translated into greater partnerships between the client and our teams.

About Acara Solutions India

Acara Solutions India is an award-winning staffing and recruiting firm offering a full range of customized talent solutions, including contingent staffing, direct placement, payrolling, contract-to-direct, executive search, and recruitment process outsourcing. With offices in Chennai and Bangalore, Acara serves as a trusted staffing partner to companies across all industries. Acara Solutions India is part of Aleron, a group of companies that has been delivering workforce and business solutions for more than 60 years. For more information, please visit acarasolutions.in and follow us on Twitter, Facebook, and LinkedIn.

Acara operates offices across most major U.S. cities and states, as well as international locations in Argentina, Belgium, Canada, China, England, India, Mexico, Poland, Slovakia, and South Africa.

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20+ positions
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"Acara team is proactive, prompt and diligent! The team has been very supportive and helpful and their diligence is commendable."

– Manager



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