

CASE STUDY

Acara Solutions India Empowers Client to Hire Globally

The Situation

A world leader in sanitary ware, bathroom fittings, showers and shower enclosures, flushing systems, and lighting, the client has a vision of a growth in sales and opening new global stores. Therefore, they needed to hire a robust and diverse talent pool in international centers with an emphasis of strengthening their product portfolio.

Hiring a robust and diverse talent pool in all countries of operation was our client's biggest obstacle

Our client has a vision of \$1 billion in sales by 2022



The Client

Founded in 1960, this client is a world leader in sanitary ware, bathroom fittings, showers and shower enclosures, flushing systems, and lighting. The client holds a dominant 60 percent market share and employs more than 9,500 individuals, including over 1,200 service technicians.



Our History

Since partnering with the client in January 2018, Acara Solutions India has provided service for its locations in the United Kingdom (Birmingham and London), South Africa (Johannesburg, Cape Town, and Durban), South Korea, Sri Lanka (Colombo), and Morocco.



The Challenge

The client has a vision of \$1 billion in sales by 2022 through opening 15 new global stores. For international centers, the client's top management believed that they needed a talent pool which could create productivity similar to their operations in India. And when it came to the overseas market, the company's management emphasized strengthening their product portfolio from country to country. Therefore, hiring a robust and diverse talent pool in all countries of operation became the client's biggest obstacle.

Dominant 60% of
the market share

Operates in 45+
countries

Employs 9,500+
individuals

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The Solution

After performing extensive market research in all markets where the client needed to hire, Acara Solutions India's team of experts decided to utilize a salary mapping strategy to most effectively resolve the company's challenge.

Acara Solutions India recruiters developed a clear understanding of the pay scale for the positions the client needed to fill across all relevant locations. The data uncovered by Acara allowed the client to design an organizational salary structure best suited to attract top talent. Additionally, based on the data we gathered, the Acara team provided the client with opportunity maps showing ideal locations for recruitment.

The Result

As a result of Acara's unique approach, we closed 8 international positions for the client in the span of one year.

Positions and Locations

- I UK** (Birmingham and London), **Dubai** – visual merchandiser
- I Seoul, South Korea** – finance operations
- I South Africa** (Johannesburg, Cape Town and Durban) and **Morocco** - customer service technicians
- I Sri Lanka** (Colombo) – sales head

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.

Superior Talent India Pvt Ltd, An Aleron Company

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Closed **8 international positions** in one year



Designed a **salary mapping strategy**

“ The Acara Team was very prompt and proactive, and they offered solutions to grow our market share in each of the geographies we targeted. ”

– Corporate HR