

R-Lite case study- 1:

The client	- Bonsai Consulting Inc
Problem discussed	- Applicant drain
Specific feature used	- Candidate management - Applicant access

The Client:

Bonsai Group's assets extend to Cevalsoft India Pvt. Ltd. and Bonsai Consulting Inc. USA. Bonsai primarily works with small and medium companies and specializes in domains such as HR, E-learning, Hospitality and Retail.

(I) Bonsai consulting Inc

Bonsai Consulting Inc. is a leading and well-known name for providing staffing solutions and has served various SME's across the globe for more than a decade. Bonsai Consulting offers a variety of Staff Augmentation capabilities that includes providing experienced personnel to off-load, supplement or completely staff projects to meet customer needs.

Key challenges:

Being a top player in the staffing industry, Bonsai Consulting Inc. enjoyed an enormous pool of talent, which helped them to deliver their assignments promptly. However, all of a sudden they started **to notice a decrease in the number of their talented candidates**. As for any staffing company, candidates are the only resource and losing them is like losing their entire business. Even after days of analysis they were not able to identify any particular reason for this growing concern and this resulted in the **steep reduction in their talent pool (database)** they had until now.

Rooster Analysis:

Bonsai Consulting Inc. consulted RoosterHR to help them with this dilemma since the current applicant tracking system, which they were

using didn't show any improved result. RoosterHR closely analyzed their recruitment process and the application they were using for recruitment. They identified that the applicant tracking system currently being used did not support the complex activities and that distorted the process. It also lacked specific features, which would reduce the scope of miscommunication between the candidates and the HR.

The major issues identified by RoosterHR team were

- ~ **Gap in the following up process and lack of proper communication between the recruiter and candidate.**
- ~ **Improper candidate handling**

“R-Lite has helped us regain the lost efficiency through its smart and simple, yet an effective process that it follows. R-Lite is a true boon to the recruitment industry.

- Prasanna Girish, VP(HR), Bonsai Consulting Inc.

Rooster's Solution:

After proper understanding of the persisting problem, RoosterHR proposed to Bonsai to use R-Lite, Rooster's completely centralized and simple to use workflow based, accountable recruiting process for risk less intelligent decisions and smarter business growth. R-Lite was built after understanding and analyzing the issues of the recruitment industry.

R-Lite's candidate management system helps in maintaining the candidate information effectively and gives a clear and holistic view about the candidates. It has a proper classification structure based on the status of the candidate. This feature undoubtedly helps recruiters to access the database and segregate the candidates accordingly.

After a thorough research, the major reason for the decline in the number of candidates was attributed to the wide gap in following up and the lack in proper communication.

R-Lite has a **unique feature – “Applicant access”**. **This empowers applicants by giving them access to information** which otherwise is difficult to access. It is practically unheard of since no recruitment solutions provider will ever give an access to the applicant to directly check the status of his or her application. R-Lite is one of the few to introduce this unique concept where it provides a link to the applicant to view his application status and any other important details all by himself. This lends a certain level of accountability and even provides assurance to the candidate about the reliability and the genuineness of the complete process. As, the applicants are empowered with getting direct access to their status, the time taken for the HR to follow up becomes zero and thus it stabilizes the mess created due to the lack of consideration given to each follow-up.

RoosterHR effect;

RoosterHR was able to exceed the expectation of Bonsai Group as their product R-Lite not only solved the existing issues but also provided additional benefits with their unique and innovative applicant tracking system. Bonsai primarily used to track the recruiter efficiency with a separate tracker. After using R-Lite tracking system, they realized that the features inside R-Lite helped them in tracking the recruiter’s efficiency and productivity real time.

Thus, R-Lite transformed the way recruiting takes place in Bonsai Consulting Inc, by bringing in the much-needed accountability into the process and empowering the candidates.

(II) Cevalsoft India Pvt Ltd

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| Problem discussed | - Authentication of resources.
- Improper resource utilization |
| Specific feature used | - Application confirmation system |

Client's problem:

Cevalsoft being a software development and support firm, constantly require experts specializing in the latest technology platforms such as *Selenium, Hibernate* and *Struts2* in order to provide uncompromising superior results to their clients. For some, sourcing the right candidate is difficult and for some retaining them. But for Cevalsoft **matching the right candidate with appropriate skill set and making them attend the interview had been a main problem.**

The problem started when the HR of Cevalsoft found it hard to match the appropriate candidate from the hundreds of resumes they received each day *owing to* factors such as *time and resource constraint*. Even the applicant tracking system they used did not help them enough to resolve their problem because essentially it could not provide an accurate matching system.

The other problem they faced was after the registration and initial screening; the short listed **candidates would not attend the scheduled interview**. This resulted in massive time wastage, which led to **improper resource allocation**. This made the recruitment process more complicated and the time taken to fill a vacancy extended. These recruitment woes added to Cevalsoft's dilemma, as the key requirements took more than the usual time to get filled.

Rooster's Analysis:

Cevalsoft consulted RoosterHR to assist them in battling the issues encountered in the recruitment process. RoosterHR's team of experts spent 2 complete days to thoroughly understand the organization's recruitment process and their applicant tracking system. After conducting a detailed analysis of the situation, RoosterHR advised Cevalsoft to use their Applicant Tracking System – R-Lite.

The analysis showed them that the main cause was their ATS, which did not possess an accurate matching mechanism. The tool

lacked features essential to the smooth functioning of the recruitment process. The organization did not even possess a well thought out procedure to ensure the candidates did turn up for the interviews.

“R-Lite is an applicant tracking system designed from a user’s standpoint and it mirrors the workflow and the activity of a recruiter. It’s so much easier for a recruiter to use than any other system out there. The look and feel of the R-Lite application is very current and it’s appropriate for any business”

- Mr.Ravi Venugopal - CEO, RoosterHR.

Result:

Cevalsoft started using R-Lite and within a month there was a huge difference in the requirement filling rate. To their surprise, the time taken for the recruitment reduced considerably with an increase in the HR’s productivity. Candidate dropping out from the interview after registering also reduced and gradually became null, resulting in proper allocation of resources.

How it happened?

R-Lite was built by the leading experts of the HR industry who designed a solution after completely analyzing the recruitment process and the various roadblocks faced at micro and macro levels.

Matching skill set and narrowing down to the right candidate is one of the biggest challenges any company, any industry faces, especially SME’s. R-Lite is embedded with one of the **most powerful and**

advanced search mechanism, which helps in matching the candidate for any requirement within seconds. The search is so accurate that it'll bring in all possible matches from the entire database with ease. This accurate matching helps HR to narrow down to the most suitable and ideal candidate.

The second part of the problem was to ensure the candidates attended the scheduled interview. R-Lite took care of this problem by offering a **unique feature called-"Applicant Confirmation System"**. Once the applicant is short listed, the system sends an automated mail to the applicant, to which the applicant has to reply with his confirmation of attending the interview, thus making the applicant accountable in the process.

With RoosterHR's immense expertise and highly competent solution, it helped Cevalsoft to overcome its problem and maintain a simple yet efficient recruitment process.