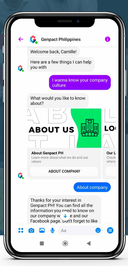
Genpact doubles recruiter productivity with Talkpush



Experiencing high demand for its service center in the Philippines, Genpact needed to either make a major increase in recruiter headcount to handle the increased volume or shift to a more automated approach to talent acquisition.

The Challenge:

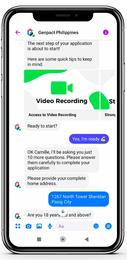
Pre-screening an increased volume of job applications

For more than 25 years and with over 100,000 employees, Genpact, a global professional services firm with renowned skills in digital, data, and operational excellence, has helped businesses work better. In the Philippines, the company needed to process large application volumes and increaseits number of yearly hires to meet growth demands.

Previously, the talent acquisition operations relied on traditional recruitment methods, such as employee referrals, job boards, and telephonic pre-screening, which worked for lower volumes but made it hard to scale the operation while maintaining a good candidate experience. The response time to candidates would sometimes be a week or longer, especially during volume peaks, which hurt the hiring conversion rate and the brand.

Faster lead capturing and processing

To increase the volume of generated leads significantly, Genpact ran ads on Facebook and Instagram and connected all incoming leads to Talkpush in the backend so that the information could be captured natively without forcing the candidates to leave their favorite social media platform.
Once captured in Talkpush, all leads are pre-screened natively on the platform, and recruiters are instantly connected to all qualified candidates. Unqualified leads are informed in real-time and can be re-engaged in the future.



> **Talkpush is a great help in our recruitment process. It makes the work of the recruiters less complicated because it is already screening for minimum qualifications. It also helps us connect with our candidates on a massive scale.**

- JX Balderas
Sourcing Recruitment Manager,
Genpact Philippines

From offline to digital

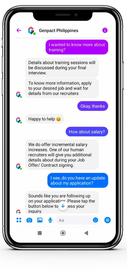
With the implementation of a footfall tracker, walk-in applications are efficiently captured in Talkpush via a QR code. Applicants who physically visit Genpact's offices scan these QR codes, which sends them to a form they can complete via web or messaging.

With Talkpush, Genpact saw the recruiter lead processing rate more than double, from under 6K leads to over 12K leads per recruiter per annum.

Doubling the volume of hires

Genpact wanted to double its hiring volume without adding to its hiring team's headcount. This meant automating certain repetitive recruitment activities and refocusing recruiters on the high-touch stage of the hiring process. Using chatbots, candidates were pre-screened, sparing the recruiters from thousands of hours of mundane work interacting with unqualified candidates and automatically keeping them informed on their application status.

As a result, Genpact reduced its time-to-hire to 3 days while also doubling its number of hires. Lead processing time was also reduced and response time to candidates decreased from half a day to real-time response.



Measurable Impact

- Number of hires increased by +114%
- Time to hire reduced from 7 to 3 days
- Recruiter productivity increased by +110%

Let's talk!

Want to improve your hiring process for better results?

Talkpush helps employers achieve fair and efficient volume hiring through automation and engaging at scale on social media.

Learn more