

Powering digital transformation across 25+ websites for a leading LatAm retail company

The Challenge

A leading retail company in Latin America aimed to revamp 25+ websites across their multiple brands but faced two key challenges:

- finding candidates with expertise in both ATG (a framework used for building eCommerce websites) and microservices. This was a rare combination.
- establishing an employer brand in a highly competitive talent market.

Results & impact



150+ hires

Within the first year of engagement



4X increase

In the number of candidates screened and interviewed



350+

Total team strength as of now



Skills

Microservices, Kotlin, Swift
React & Node

Our Solution

Multi-channel sourcing

- Expanded the talent pool by leveraging our global talent network of 1M+ professionals and 200+ job boards
- Partnered with multiple third-party tech recruiters to source thousands of profiles within days

Stringent, AI powered profile screening

- Our AI fitment engine examined candidate profiles across 100s of parameters based on skill set and past experience, delivering 85% accuracy
- Built a detailed questionnaire tailored to the requirements of each role, prioritising past experience with shifting ATG frameworks to microservices

A lucrative employer brand

- Worked with the client's team to build a bespoke employee value proposition highlighting perks and benefits that would appeal to the target talent
- Executed multiple activities like campus hiring drives, LinkedIn events and hacking competitions in partnership with HackerEarth

