MineralTree

Empowering the leader in automated payments with an agile product team

The Challenge

MineralTree, a leading player in financial services and automated payments, wanted to expand its Bengaluru-based technical excellence center into an engineering hub focused on product development. It aimed to acquire the top professionals in microservices, cloud-native development, Kubernetes and autoscaling, but struggled with:

- Hiring niche talent in an extremely competitive market
- Lack of employer brand awareness in the local Indian market
- Lack of on-ground infrastructure to set up a team at scale

Our Solution

AI-powered automated sourcing & Global Talent Network

- 1M+ professionals across 200+ job boards - access to our Global Talent Network helped us find a large number of profiles, even within an extremely niche skill set.

- Talent500's proprietary AI fitment engine analyzed the selected candidates across 100s of parameters, using in-depth assessments to measure tech expertise, communication and collaboration skills, delivering an accuracy of 70%.

Creating employer brand awareness

- Worked with MineralTree's internal marketing team to create multiple assets (microsite, information brochure, email campaigns) targeting tech professionals within Bengaluru.

- Leveraged social media to establish the client's position as a global leader in the automated payments and Fintech industry.

End to end recruitment with our managed teams model

- Talent500 and ANSR worked in tandem to deliver a seamless, single-point solution via our managed teams model.

- We ensured 100% compliance with all legal and regulatory requirements, including management of contracts, disbursement of salaries and employer benefits.

Results & impact

70% accuracy
In the first round of profile screening powered by our AI fitment engine.

Access to niche skills
- Microservices
- Cloud native development
- Kubernetes
- Autoscaling

Cross functional product team
The Bengaluru based product delivery team plays a key role in MineralTree's product vision and strategy.

> "Talent500's biggest advantage is this integrated solution where they are able to take care of all the aspects of the recruitment process. That's the key differentiator - apart from that, there are so many hiring firms in the market, but we wanted a partner with an end to end process.

Ram Purohit, MD & VP
Engineering