



Redefining candidate engagement for UK's iconic sports and lifestyle brand

UK's biggest sports and lifestyle retailers, the client is the parent company for 20+ brands, spread across 190 countries.

The Challenge

The client set out to build a Global Capability Center (GCC) in Bengaluru, India, to power business innovation and support its key global operations. Some of the key challenges ahead of them were:

- Setting up a capability center with local on-ground recruitment infrastructure in a new region
- Hiring for high-in-demand niche skills (trading & web operations, platform cloud & security) within a tight budget
- A high candidate drop off rate throughout the application process due to lack of brand recognition

Our Solution

End to end recruitment solution offering bespoke candidate engagement initiatives

- Comprehensive support including lease management, employment contracts & payroll, benefits, and onboarding. With this we reduced the average time to hire to less than 30 days.

- Targeted the ideal candidate profile from our community of 1M+ professionals and analysed granular market intelligence (skill set, experience and salary expectations). Our AI fitment engine cross-referenced selected profiles against 100+ parameters sourced from the job description, delivering 90% accuracy in the initial screening.
- An Employee Value Proposition that highlighted the client's position as a global leader in retail, helped us close niche roles within conservative budgets.
- Minimised candidate drop-offs by leveraging "CanEngage", our configurable candidate engagement tool at each stage of the hiring process. We achieved an average rating of 4.5/5 in every employee engagement session.

Results & impact



90% accuracy

In the initial screening from our AI-screening pipeline



4.5/5

Average rating in employee engagement sessions



70% conversion

From profiles recommended by us



Optimized time-to-hire

Top talent hired in less than 30 days

