When we hired top talent - Skills over IIT/M degree against the founder's expectations

Background

In 2016, Caratlane was not a renowned name in the market. It sought quality talent in Chennai, but the CTO, an introvert, faced challenge in selling the company's vision.

Hiring Beyond Mandates - Identifying needs and Crafting solutions that works for them

Incorrect salary benchmark - Offering half than the market standard
We conducted salary benchmarking against 10 companies and advised salary correction, which was critical to attract quality talent across levels.

Conducting easy interviews to keep candidates in the process
We advised conducting stringent interviews that test the candidates' skills and showcases the brand as serious and no-nonsense.

First interview round was taken by CTO taking up a lot of his bandwidth
We redesigned the interview process; looping in the CTO in final rounds only. It helped with their reputation as well as saved his time and energy.
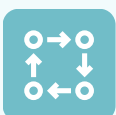
Obsession with IIT/IIM candidates, most of whom didn't prefer Chennai
We ideated and executed skill-based hiring when it wasn't mainstream. We scouted for best talent in the top 5 local engineering colleges who preferred staying in Chennai.

Skill-based Talent Scouting

Focusing on talent with high potential usually ignored by big companies.

Longer-retention   Locally available   Happy with the opportunity

57	36	63%
OFFERS	JOINING	JOINING RATE