

# Best Practices in Talent Acquisition

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**T**CI considers its employees as its most important assets and is committed to providing a healthy and conducive working environment to enable each employee to realise their full potential. Employees undergo training as per their functions and needs. With four state-of-the-art training centres, TCI places its Human Knowledge Capital high on its agenda.

We present here a series of articles that will focus on HR Best Practices in India starting with Talent Acquisition.

There was a time when organisations used to get over 1000 applications for a single job opening. Each applicant made all efforts to get an entry level job and even open to relocation. The situation has completely changed in today's scenario. Although the case of 1000 applications still applies, it is now limited to only top-notch high paying employers. Even employers are not able to attract the right talent for their respective companies. Without further ado, read on...

With an internet savvy culture, for each job advertisement, your mail box is bombarded with responses from applicants who have applied even without reading the job description. Not just this, the short-listed applicants commit to appear for interview but most of them either back-out at the last minute or just come to assess their own market value. It is the HR executives who make efforts to really bring these candidates to the interview table, manipulate their resumes & employment documents, and bargain with selected candidates for salaries as per their organisations' mandate.

During the recruitment process, the HR department plays a critical role in acquisition of right talent, attracting and reaching out to the right candidates, nowadays.

To attract the right candidate, the following strategies are helpful for organisations and HR departments:

**Use Right Platform:** A right platform should be used to reach out to the right candidates. Print and electronic media were traditionally used to reach out to prospective candidates but social media is playing an important role these days. In this case, a candidates' understanding of the social media platforms is very important. Even before short-listing a candidate, an employer can visit the online profile of the candidate to know more about him/her. Hence, it is equally important, on part of a candidate, to be aware of how he/she handle his/her social media profile.

Head Hunters too can play an important role in getting critical talent. Sometimes people at senior level are reluctant to have an open talk on candidature for a position, however, a Head

Hunter can play a pivotal role in maintaining confidentiality of candidate.

TCI uses multiple platforms to reach out to right candidate depending upon level and position. TCI publishes employment advertisements in print media and extensively uses electronic media for entry to mid-level positions. Social media and head-hunters are often engaged for senior level positions.

**Employer Branding:** Calling a talent to the interview table is like selling the organisation. In today's scenario, where a candidate has multiple opportunities, one should present/sell the organisation like a product to the candidates. Therefore, employer branding pays a lot.

A good website with relevant information of the organisation's business, future prospects of business, policies and goals, briefing on company, etc, plays an important role in attracting right talent.

TCI's talent acquisition function ensures that right candidate for senior level position should be provided with relevant information about the company, its business processes, role and responsibilities, etc, and head hunters are there to provide all the necessary information to the candidate.

TCI has talent acquisition executives, who reach out to prospective candidate, respond to their queries, supply relevant information, handhold them till they attend interview, provide constructive feedback of interview and further course of action in case of short-listing of the candidates for further interview rounds. Talent acquisition executives also coordinate with candidates in necessary documentation work.

**Transparency in Offer/Appointment Letter:** Offer/appointment letter should be self-explanatory so that a candidate has clarity as far as terms and conditions of employment are concerned and there should be someone who can attend to the queries of the candidate. This is especially essential when a candidate is relocating to other cities.

In TCI, talent acquisition executives keep in regular touch with the candidate and brief them about the important terms of appointment. TCI nominates buddy to a new joiner at the time of offer itself, who acts as friend to the candidate and attend to queries related to location, work culture, team organisation etc, and facilitates the joiner in setting down thereafter.

Therefore, talent acquisition is critical for any organisation in attracting, engaging and retaining a future leader. Organisations are now adopting best practices and have been able to make this process simpler, easier and effective.