

Branch Banking Project

Volume Hiring for 3rd party channel for the role of Bancassurance Relationship Officers



2000+ positions in 80 days



Requirements spread Pan India

Funnel of 25,000+ profiles



Team of 38 - RSEs, ZMs & RMS, Partner team, Feedback Team

OUR EFFORTS



200 partners - 10K profiles

The last 60 days has been like a clockwork for the entire team. Day Night was not known with every member stretching for more than 14 hours a day with no weekends & holidays



Other Teams Involved - CRT, e2E, Marketing, Summer Rain, HR, IT, Tech & Admin



Your referrals



Calls, Mailers, SMS, Whatsapp msg, Voice drops, Leaflets, Advertisements



95 drives across the country



Helpline Desk & Feedback System



14 hours x 60 days



Our Team capacity - to deliver 250 a month
Required to deliver - 500 a month

SUMMARY OF CHALLENGES



Entire Process out of system - Everything manual - Data errors - No central data control - Very little transparency

The process, time & volume threw a lot of challenges to the team



Different selection process



High rejection rate post selection due to a specific criteria

OUTCOME OF THE EFFORTS



1500+ selects in 60 days

All the hardwork has begun to payoff. We have already crossed half the bridge. We need to sustain the momentum gained to achieve the target



950+ joined & ~350 to join

"It would not have been possible without the efforts of the entire team & all those who supported them"

Head HR Sales