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INDOTRONIX
Case Study

Client Profile

Among other things, Indotronix Avani Group is an international recruitment firm that connects its clients with talent.

Challenge

Indotronix Avani Group needed a platform that would help them source highly qualified candidates with high-level skill sets.

Solution

dotin's AI-enabled passive candidate sourcing engine integrated with the CEIPAL platform

Results

- 10x financial savings.
- 95% more contacts (Email/Phone) per profile as compared to LinkedIn Recruiter.
- Better qualified and deeper insights about candidates, increasing screening efficiency.
- High level of satisfaction for the hiring manager with respect to candidate sourcing.

Indotronix Avani Group Leverages the CEIPAL/dotin Partnership to Source Highly Qualified Candidates for Employers

For more than 22 years, the Indotronix Avani Group (Indotronix) has been providing high-quality candidates that satisfy the demanding requirements of their customers. The company has a global team of dedicated, experienced recruiters who implement effective processes supported by a robust operational infrastructure.

An important part of that infrastructure is CEIPAL. Since 2017, Indotronix has used this talent acquisition platform to source candidates. CEIPAL has raised the bar in the HR software industry, with many of their innovations becoming the industry standard.

CEIPAL

The Problem

Things changed for Indotronix when the company branched out beyond sourcing candidates for roles in the IT sector. Indotronix recruiters found it challenging to find enough qualified candidates. It was particularly challenging to source candidates in sectors like healthcare, which have very specific requirements.

The most obvious solution was to use LinkedIn. But that platform was cost prohibitive. "We have a team of 120 recruiters," shares Raghu Vaka, Director of Recruitment at Indotronix. "Purchasing premium accounts for all of them would be far too expensive."

Indotronix needed a cost-effective solution that also allowed them to find candidates with niche skills. Otherwise, the company couldn't stay competitive.

There was another problem. Roughly 85% of the global candidate pool is passive. They are not actively seeking jobs on LinkedIn or any of the other job platforms like Indeed. Even though they are not engaged, they are often open to employment opportunities.

Without a specialized tool, it is impossible to tap into that pool, an excellent source for perfect candidates for hard-to-fill positions.

"According to LinkedIn, passive candidates are 120% more likely to want to make an impact on your business. On top of that, they are 17% less likely to need skill development opportunities than an active candidate. CEIPAL's Passive Candidate feature not only acts as a new data source but also empowers recruiters to reach out to the right talent, at the right time."

Manikandan, Digital Implementation, KRG Technologies

"Passive Candidate Search is a great alternative to traditional candidate sourcing from job boards. It costs a quarter of it and helps us as a business build a talent pipeline and be ready when a new job requirement comes our way."

Raja Johnson, Recruitment Manager, Avtech Solutions

The Solution

Fortunately, Raghu learned about CEIPAL's new integration with dotin's white-label passive candidate sourcing engine. The engine, which works behind the scenes, is built by curating candidate data from qualified GDPR and CCPA compliant sources. Utilizing artificial intelligence, the engine uses cognitive scientific models and algorithms to gather more than 2 billion data points and 480 million passive candidates.

Powering CEIPAL's Passive Candidate Sourcing, dotin's patented artificial intelligence system scans an employer's job title and description. Then it searches through the profiles in the passive candidate database. Those profiles include analytics on candidate workplace personality, skill sets, and behaviors. Ultimately, the system assesses each candidate's technical capability and workplace compatibility.

"One of the things we like about CEIPAL's integration with dotin's passive candidate sourcing engine is that it does not look at things like gender, race, ethnicity, or facial expressions, which can lead to subconscious bias," says Raghu. "The engine can find candidates purely based on skills and alignment with the employment opportunity."

The engine takes just 15 minutes to do its job. Once the results are returned, all the recruiter needs to do is open the profiles and reach out to the candidate.

The Outcomes

Indotronix experienced meaningful outcomes right away.

- **Better Qualified Candidates**

  Now that Indotronix uses CEIPAL powered by dotin's engine, they can source better candidates for their customers. "We can reach out to more candidates," says Raghu. "And those candidates are well-qualified. That has made a huge difference in our business."

- **10x Financial Savings**

  Indotronix is also experiencing significant financial savings compared to using LinkedIn. "You cannot compare the costs with LinkedIn," claims Raghu. "CEIPAL powered by dotin's engine is a fraction of the cost. It is extremely cost-effective.

- **High Level of Satisfaction**

  Raghu is delighted with the results of the CEIPAL/dotin partnership. "Not only is the combined platform easy to use, but it is also extremely powerful," he says. "I recommend it to anyone looking to source candidates. Try it for just a few months, and you'll see how much a difference it makes in your recruiting."

10x
Reduction in Cost Per Resume

95%
More Contacts (email or phone) than LinkedIn Recruiter

60%
Enhanced Operational Effectiveness

"The very best talent is often off the market within ten days. Passive Candidate Sourcing is a great way to identify, source, and pipeline talent."

Phani Teja, Technical Recruiter, Response Informatics

To learn more about how dotin can work within your organization, visit dotin.us to book a demo or write to info@dotin.us.