



Case Studies: Market Intelligence Research

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Recruitment Support Services > Research >

Case Study-1: Talent Market Research

Client Profile

A large American sports apparel brand was planning to build a new operating group focused on innovating and expanding their specialty fabric and footwear business in a challenging market.

The landscape:

With advancements in machinery, the talent market for cut and sewn fabrics was down since the last few years. The brand's business challenge was to uncover pockets of growth and establishing their R&D division and get its fair share of category sales compared to competitors. The cut and sew apparel workers in the US has been steadily declining each month and many sewers are immigrants. Posed with heavy talent shortages, the client recruiting and staffing teams engaged KGI SL to help.

How KGI SL helped?

KGI SL helped them by conducting an extensive talent market research survey uncovering the following:

- ✓ The market and employment size for cut and sewn products industry
- ✓ Job market analysis - covering big data analysis of 1 year nationwide jobs
- ✓ Immigrant statistics - covering cut and sew talent
- ✓ Compensation analysis - covering the target positions to fill
- ✓ Innovations in the fabrics sector and opportunities
- ✓ Talent pools across the US from competing & non-competing firms
- ✓ Government opportunities - worked out community hiring plan with the Mayor's Office of Employment Development
- ✓ Identified sources and creative strategies to advertise and attract talent with prioritization for all recommendations
- ✓ Put together a well thought out plan, and set up an effective attraction marketing strategy, applicant processing & response management process



The Result:

- ✓ Deep insights discovered from research added value to both the client recruiting and business teams
- ✓ Helped identify the localities where relevant talent is concentrated enabling business decision in establishing the client R&D unit
- ✓ Helped increase brand awareness, get quality leads and improved recruiting timelines through attraction marketing strategy



CASE STUDY-2: Recruitment > Diversity Talent Research

Client Profile:

- ☞ Our client is a joint venture and an IT consulting and Technology Services Company based out of North America
- ☞ The company operates in over 70 locations across North America, Europe, Asia, South America, and the Pacific with over 20000 employees

The Requirement:

- ☞ The company has set a strategy to transform the company's senior leadership team globally by inclusion of diverse talent in candidate slates
- ☞ Initially the client engaged KGI SL to identify top diversity candidates working at competitor companies in 22 different global regions and in relevant lines of business that which the company operates
- ☞ The business divisions included Cloud Services, Application Outsourcing, Delivery, Finance, Global Service Lines, Human Resources, Legal, Product Development, Sales and Marketing

How we helped this client?

- ☞ KG deployed a dedicated team of experienced researchers that understood the niche requirements
- ☞ Developed a research strategy with timelines and ratios, which is jointly reviewed and agreed with the client
- ☞ The team identified and profiled diverse executive talent that included African-American, Asian, Filipino, Black-African, Latino / Hispanic, Native American and Pacific Islander origins. We also identified women executives
- ☞ Using diversity research techniques, primary and secondary research, gathered executives at Vice President, Senior Vice President, Executive Vice President and C-level

The Results:

- ☞ Generated over 3000 diversity names and resumes matching the client criteria complete with all available contact information, biographies and profiles within a shortest turnaround
- ☞ Documented and submitted the following which added immense value to our client
 - All our research findings
 - Research pools by geography
 - Diversity research techniques and
 - Best-practices in sourcing diverse and women executives
- ☞ The client was pleased and wanted to engage KGI SL to support them with end-to-end recruitment on an on-going basis

CASE STUDY-3: Recruitment > Veteran Talent Research

Client Profile:

- ☞ Our client is \$200 billion American pharmaceutical distribution company with its businesses spanning across health information technology, medical supplies, network infrastructure, and care management tools

The Requirement:

- ☞ The client recruiting team was looking for a research partner that can supply a verified lead list comprising of protected veterans
- ☞ These veterans needed to have substantial career experience in the client's business functional areas viz. IT, Six Sigma, Distribution and Finance
- ☞ Atleast a year of experience in healthcare domain
- ☞ Resides or works within a targeted geography range of 75 miles radius from the defined cities

How we helped this client?

- ☞ KG deployed a dedicated team of experienced researchers that understood the niche requirements
- ☞ Developed a research strategy with timelines and ratios, which is jointly reviewed and agreed with the client
- ☞ Using veteran research techniques, the team identified protected veterans matching the client requirements.
- ☞ The team also categorized the veteran status in client's report showing those who were disabled, were on active duty during wartimes, recently separated from military, holding a campaign badge or armed forces service medal

The Results:

- ☞ Generated over 1500 veteran names and resumes matching the client criteria complete with all available contact information, biographies and profiles within a shortest turnaround
- ☞ Documented and submitted the following which added immense value to our client
 - All our research findings
 - Research pools
 - Veteran research techniques and
 - Best-practices in sourcing veterans
- ☞ The client was pleased and wanted to engage KGiSL to support them with subsequent research assignments