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# How **GCC/GICs** can Set-up Partnership with an RPO

# Introduction

India's metamorphosis from a back-office destination to a powerhouse of innovation has been r nothing short of remarkable. Once recognized solely for its support functions for global MNCs, today, it stands as a beacon for setting up  Global Capability Center (GCCs)/ Global In-House Centers (GICs) that drive the forefront of global R&D, product development, and critical decision-making operations.

This transformation is fueled by India's vast reservoir of talent, proficient in niche technologies, coupled with its conducive business policies. NASSCOM predicts a significant surge in GCC/GICs, from 1,500 to over 2,000 by 2026, the demand for specialized talent in this 1.3 million-strongmillion strong industry will never be more pronounced.

However, amidst this flourishing landscape lies the challenge for GCC/GICs to navigate the intricate hiring terrain, understand market dynamics, and effectively market their brand to attract top-tier talent.
With a commitment to excellence and innovation, Taggd offers dynamic and scalable talent acquisition solutions tailored to the unique needs of GCC/GICs. From sourcing talent to enhancing employer branding, Taggd empowers GCC/GICs to build teams that embody their vision, values, and aspirations.
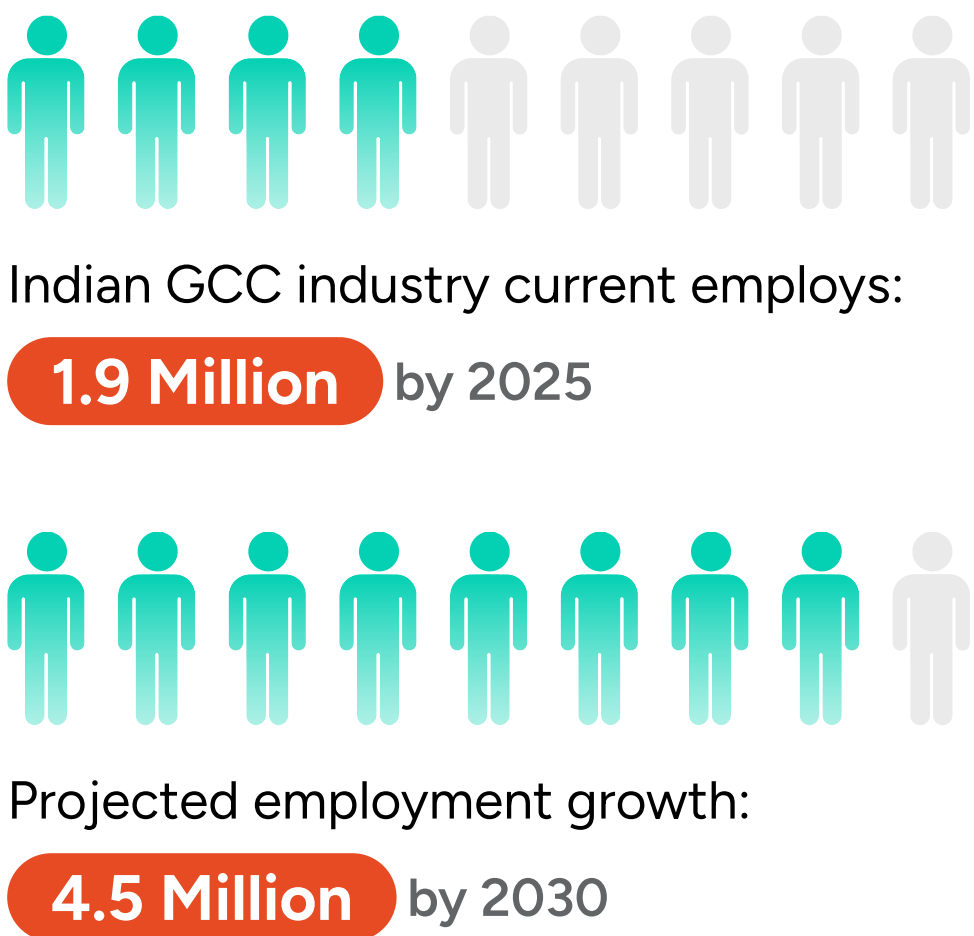
## Projected number of GCCs in India

| Year | Value |
|------|-------|
| 2025 | 1,900 |
| 2030 | 2,400 |

## Market size projection for Indian GCCs

# US$110 billion
by 2030

## Employment in GCC/GICs

Indian GCC industry current employs:
**1.9 Million** by 2025

Projected employment growth:
**4.5 Million** by 2030

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# Summary

In an era where GCC/GICs in India are evolving as key players in driving global R&D and product development, effective talent acquisition stands as a critical cornerstone for success.

This white paper explores the symbiotic relationship between GCC/GICs and RPO firms, particularly focusing on how digital, data-driven RPOs like Taggd can empower GCC/GICs to navigate the dynamic Indian talent landscape. Through a blend of market insights, employer branding strategies, and streamlined recruitment processes, Taggd enables GCC/GICs to attract, hire, and retain top-tier talent, ensuring alignment with their organizational vision and goals.

# Key Recruitment
# Concerns Faced by GCC/GICs

**Employer Branding**
GCC/GICs often struggle to position themselves as attractive destinations for
top talent due to ineffective employer branding strategies. Many GCC/GICs fail to showcase their technological prowess and innovative culture, resulting in missed opportunities to attract candidates seeking cutting-edge work environments but not knowing that GCC/GICs indeed offer such driven environments.

**Talent Deficit and Sourcing Challenges**
Sourcing talent at scale and across different cities poses a significant challenge for GCC/GICs. The talent deficit in niche skill sets further complicates recruitment efforts, leading to prolonged vacancies and increased time-to-fill metrics.

**Languishing Efficiency**
Inefficiencies in recruitment processes, such as unawareness regarding optimum hiring workflows and processes suited for India hinder GCC/GICs' ability to attract and onboard talent swiftly. These inefficiencies not only impact time-to-fill metrics but also result in increased recruitment costs and resource allocation.
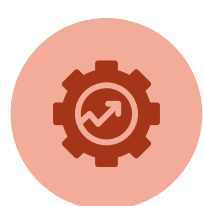
**Lack of Market Insights**
GCC/GICs often operate in silos, lacking access to comprehensive market insights and competitor analysis. Without a clear understanding of industry trends, talent preferences, and competitor strategies, GCC/GICs struggle to devise targeted recruitment strategies and stay ahead in the talent acquisition game.

In the face of these challenges, GCC/GICs require strategic partners who can offer tailored solutions to address their unique talent acquisition needs. RPOs bring industry expertise, innovative strategies, and cutting-edge technology to the table, enabling GCC/GICs to overcome these hurdles and build high-performing teams that drive organizational success.

# Top Factors to Consider While Selecting an RPO?

When selecting an RPO partner, GCC/GICs must weigh several critical factors to ensure a seamless collaboration. These factors include:

**Scalability & Flexibility:**
Check for the RPO's abilities to provide scalable solutions based on fluctuating hiring volumes and business needs. Assess the flexibility and customization quotient of their service delivery models and their internal hiring platform to adapt to varying recruitment needs.

**Transparency & Communication Channels:**
Evaluate the RPO's communication channels, including reporting mechanisms, feedback loops, and escalation procedures, to ensure seamless collaboration and timely resolution of issues.

**Technological Capabilities & Market Insights:**
Assess the RPO's technological capabilities and research prowess, including market intel capabilities, strength of recruitment platforms, data analytics tools, and automation solutions, to streamline recruitment workflows and enhance efficiency.

**Industry Experience & Track Record:**
Assess the RPO's understanding of industry-specific challenges and their ability to tailor recruitment strategies accordingly. This can be done by requesting them for case studies, client testimonials, and references to gauge the RPO's industry expertise and the effectiveness of their recruitment solutions.

# How RPOs Can Help GCC/GICs

By leveraging their deep understanding of the Indian talent market, RPOs facilitate the swift establishment of high-performing teams tailored to the unique needs of GCC/GICs.

Through strategic employer branding initiatives, talent pipeline development, and data-driven decision-making, RPOs play a pivotal role in enhancing efficiency and effectiveness throughout the recruitment lifecycle. By entrusting their talent acquisition endeavors to experienced RPO partners, GCC/GICs can streamline operations, minimize costs, and accelerate their journey towards organizational excellence.

# How Taggd Helps
# GCC/GICs Build Strong Teams

Taggd possesses extensive experience in GCC/GIC Hiring and offers end-to-end RPO solutions delivered through dedicated recruitment teams that work as an extension of the client's HR function to help them build their teams from scratch. We have collaborated with GCC/GICs across various industries such as IT, BFSI, Healthcare, Engineering, and Pharma, to successfully strategize and implement recruitment policies in India.

## 1 Strategic Employer Branding

Taggd collaborates with GCC/GICs to craft compelling employer brand narratives that resonate with top talent. This is achieved by setting up domain-specialized branding teams that identify candidate preferences and use market intelligence to craft campaigns that help GCC/GICs showcase their technological prowess and innovative culture to attract the right candidates.

## 2 Talent Pipeline Development

Taggd utilizes its extensive network and expertise in talent acquisition to build robust pipelines of qualified candidates. The process starts with an in-depth skill gap analysis of the existing workforce vis-a-vis business goals, and consequently setting up a framework to identify, screen, and interview candidates for present and future requirements. We have collaborations with several academic institutions, and also proactively engage with passive candidates to ensure a steady influx of fresh and experienced talent for GCC/GICs.

## 3 Data-Driven Decision-Making

Taggd emphasizes data-backed decisions throughout the recruitment process, from candidate sourcing to onboarding. By leveraging analytics through its proprietary AI-driven platform and combining it with our expertise, we speed up hiring by filtering candidate profiles solely based on skill set demanded by the job role, without bias. Taggd also conducts extensive market surveys and interviews to generate market insights for its clientele, which further helps in more accurate decision making.

## 4 Improved Efficiency

With a number of proven process workflows that are highly customizable based on the unique needs of each GCC/GIC, Taggd streamlines recruitment processes, minimizing time-to-fill metrics and reducing costs associated with talent acquisition. This includes making the maximum use of automation and optimization of workflows to enhance efficiency and maximize the resource utilization for GCC/GICs.

## 5 Continuous Support and Improvement

Taggd offers ongoing support and collaboration, serving as a strategic partner to GCC/GICs throughout their talent acquisition journey. We conduct periodic evaluations of existing processes to gauge satisfaction levels, host KAIZEN workshops, and employ Six Sigma and LEAN philosophies for process re-engineering.

## 6 Diversity, Equity, and Inclusivity (DE&I) Focus

Taggd integrates DE&I principles into every stage of the recruitment process, ensuring equitable hiring outcomes. Through tie-ups with talent communities for underrepresented groups, like Sheroes and several others, we help GCC/GICs build diverse teams that drive innovation and foster a culture of belonging.

Additionally, our team shares best practices and conducts events and workshops to train GCC/GICs on emerging workforce trends within the industry.

# Conclusion

In conclusion, the partnership between GCC/GICs and RPOs like Taggd offers a strategic advantage in navigating India's evolving talent landscape. With a focus on innovation, efficiency, and diversity, Taggd empowers GCC/GICs to build high-performing teams that drive organizational success.

As you embark on your talent acquisition journey, consider the transformative potential of partnering with Taggd. Let us be your trusted ally in attracting top-tier talent and accelerating your path towards organizational excellence.

*Reach out to us today at www.taggd.in/contact-us/ and discover how Taggd can revolutionize your talent acquisition efforts!*