Linked in Talent Solutions

CASE STUDY Genpact

Genpact is a global leader in digitally-powered business process management and services. The company serves approximately one-fifth of the Fortune Global 500, and has over 75,000 people in 25 countries.

It started in 1997 as a business unit within General Electric, and is now an independent company with a business of USD2.4bn (as of Dec 31, 2015).

THE CHALLENGE

Attracting talent and striving to be a gender-balanced organisation across all levels

Diversity Matters, a McKinsey study, indicated business units with a higher percentage of women leaders have grown faster in comparison with those that have fewer or no women in leadership roles.

Understanding the business benefits, Genpact aligned their recruiting activities to their diversity goals. While they had an overall 37% representation of women in the workforce, when it came to leadership positions, there were only 17% women at the top level.

Gender diversity is a business-critical mission at Genpact, therefore the organisation required a robust employer brand strategy to increase the total women in their workforce across all levels of the enterprise to an ideal goal of 50%.

THE SOLUTION

Wearing diversity on their sleeve with LinkedIn

Genpact created the R.A.C.E (Research, Articulate, Create, Execute) framework to craft their employer brand go-to-market.

Research

Internal methods – surveys, focussed group discussions; External methods – brand perception surveys, social media conversations.

Articulate

Identified key themes and translated into largely visual external communication.

Create

Built exciting content and collateral.

Execute

Adopted relevant channels and platforms, and measured what matters: Awareness, Engagement, Number of applications, Number of hires.



THE SOLUTION

A pilot campaign around gender diversity, Career 2.0, was rolled out in mid 2015 with an ultimate goal of hiring 30 women in mid to senior profiles.

Potential hires were engaged through various channels and content formats including Infographic job posts, networking events, employee testimonials, leaders showcasing the organisation's culture, and media around how the organisation supported and promoted diversity.

Career 2.0 was a social-first initiative and Genpact tested various social channels. The first phase results showed that social delivered a high volume of applications, however for skilled professionals with 8-10 years of experience, LinkedIn was a clear winner.





"We are believers in the power of content. Real credibility comes when you give audiences value-add and meaningful content and deliver it in a non-intrusive way right to their screens. LinkedIn makes this possible."



Sunanda Malik, AVP Global Talent Marketing and Corporate Communications, Genpact Genpact amplified their content reach to the right candidates via Sponsored Updates then leveraged their LinkedIn Career Page to showcase their employer brand and engage these senior candidates.

Genpact's campaign piqued media interest, created a positive sentiment in the industry and led to the company receiving an overwhelming 5000+ applications, not to mention the tremendous boost to their employer brand.

The Career 2.0 campaign received over 20M views, 1mn+ acts of engagement, 5k+ applications and 45 hires. In addition to the high engagement, it brought in cost savings of 70-83% compared to the total cost of hiring the same number of women previously.

The success increased the faith in social media for Genpact and resulted in a 3x growth in employer brand investment across social channels.

70-83% reduction in cost of hiring

3x growth in employer brand investment across social channels

CAREER 2.0: BOLD CREATIVE

MAKING PROFITS OR PROFITEROLES DOESN'T HAVE TO BE A CHOICE.

DO BOTH.

At Genpact, we believe you can juggle multiple priorities and still have a flourishing career – it's all about the right balance between stretch and support. We're inviting talented women like yourself with experience in digital, finance, analytics and sales to explore executive-level career opportunities with us.

Reclaim your career. Reclaim your life.

Send in your resume to: genpact.careers@genpact.co

GENERATING YOUR IMPACT

GENPACT GENERATING IMPACT

career 2.0

GENPACT

career 2.0



caree



Career 2.0 RECLAIM YOUR CAREER RECLAIM YOUR LIFE.

In the Press

THE ECONOMIC TIMES

Career 2.0: Genpact gives women on break a chance to comeback



In one of the biggest gender diversity initiatives till date, Genpact has rolled out an ambitious plan to hire women who have taken a mid-career break for any reason.

Called Career 2.0, the programme, targeted at qualified women who have worked in great companies, is meant to eventually feed the leadership pipeline at senior levels.

"Diversity is connected positively with innovation. An increase in women has been linked to a group's effectiveness in solving difficult problems. Here at Genpact, we drive gender diversity even harder as a business-critical mission versus a 'nice-to-do'," said **NV Tyagarajan**, CEO and president at Genpact.



CONTENT MARKETING ON LINKEDIN

Job Postings



Leadership Bytes

One of the biggest challenges women face is one of perception - the assumption that we don't want a bigger role or a job that requires travel because of family commitments or other reasons. The Diversity and Inclusion Committee at Genpact is actively focused on addressing these unconscious biases that may exist.

Heather White SVP - Legal

Networking Events



Employee Testimonials



Career 2.0 is a global campaign aimed at bringing talented and experienced women back to the corporate world. Here, Pallavi Sawhney proudly shares her story.

"You haven't seen the Career 2.0 reality!"



Engagement Activities

I always thought I had only two options either to work full-time or not work at all

Career 2.0 offered me another option - work-life balance!

While I enjoy working in a corporate environment, I also want to enjoy my kids' growing-up years. I thought I was chasing a dream, till Career 2.0 turned that into reality!



There have been occasions when my leaders have been extremely supportive & thoughtful encouraging me to take time off from work during my kids' school holidays.

GENPACT

GENPAC

Diversity News





You make a big difference at work and we

Celebrating #workingmoms

make a smooth transition back to work. And this year saw the global launch of Career nen who have taken a career breal

LINKEDIN CAREER PAGE

