

Case study: Ed-Tech startup Bulk hiring during Covid-19 induced global lockdown



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Whitehat Education Technology Pvt Ltd is an Ed-Tech startup that targets K12 segment. Launched in December 2018, it was recently acquired by Byju's for \$300 mn in an

all cash deal in Aug 2020. It works with a live 1:1 online teaching format and a thoroughly researched curriculum. It has witnessed 100% month-on-month growth rate even during COVID-19. It had earlier raised \$10M led by Nexus Venture Partners and Omidyar Network India.



Business Challenge

Covid-19 lockdown gave an impetus to virtual learning. This required Whitehat Jr. to scale much faster by adding large numbers in Sales, Teaching and Support functions to their team.

hiring | Bulk hiring | Diverse roles | Vendor management | Recruitment productivity
Early Attrition

- Bulk hiring across a diverse range of positions for the domestic market. Positions across Sales, Renewals, Teachers, Teacher training & onboarding and Technical support functions
- Bulk hiring for International service offerings (US, UK markets)
- Immediate identification, Negotiation, onboarding, and management of recruitment agencies
- Bandwidth Limitation to manage recruitment vendors and candidate assessments

Solution

hiringplug™ – India's largest Marketplace of specialist Recruiters, started supporting Whitehat Jr. since mid-May 2020.

hiringplug™ 's Talent acquisition strategy for the company was focused on:

- Evangelizing Whitehat Jr.'s culture & offerings
- Speed of communication & action
- Diligent & regular briefing to engaged agencies
- Quality focus:
 - To identify the right mix of candidates with proper briefing on the company, role & expectations.
 - Preliminary training material for candidates to propel early success.
 - Two levels of candidate's pre-screening to mitigate rejections.
- Setting expectations of all stakeholders involved.

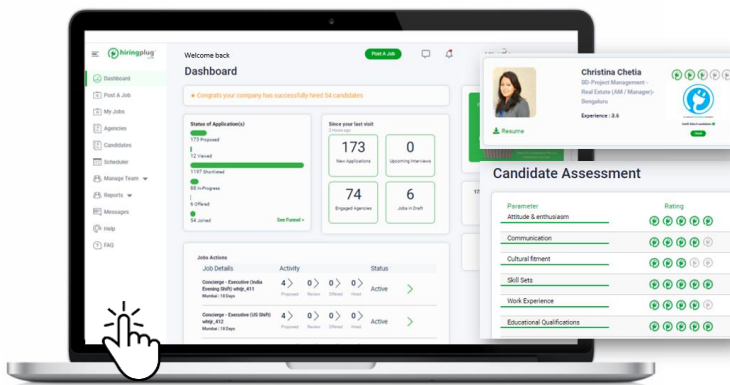


Impact

Within no time, *hiringplug*TM became a preferred recruitment partner based on the following key metrics.



- **Hiring velocity:** Ramp-up 100+ candidate conversions in < 8 weeks.
- **High Quality of talent:** 40% lesser Round-1 rejections than the company's average, boosting Recruitment productivity for Whitehat Jr.
- **Employee Retention:** <5% early attrition rate, significantly lower than the company's average.
- **Management bandwidth:** Span of control to Manage 85+ engaged agencies through a unified platform and SPOC, freeing-up hours of management bandwidth.



- Free to join
- DIY platform
- Complimentary ATS
- Pay per hire
- Employer branding
- Ubiquitous access
- 2X screened candidates

TALK TO US

We understand that starting up isn't easy. Founder's need to focus on their domain expertise to build the business in a highly competitive, fast-paced environment. Having the right talent at the right time is critical for success.

Our RaaSTM - Recruitment as a Service Marketplace of Specialist Recruitment firms, empowers you to seamlessly acquire quality talent, up to 5X faster than traditional sources of hiring.

*hiringplug*TM supports Start-up founders to attract & acquire Top talent

- We **Listen** to understand your Talent needs & mould job descriptions
- We **Evangelize** your startup to Agencies & potential candidates
- We **Screen** candidates on Skills & Culture fit, to free up your valuable time
- We **coordinate** through your interview rounds until a conclusion
- We **advise** on market trends & facilitate offer
- We **partner** to build your team and help achieve your ambitions

Free Signup



Schedule a call