



CUSTOMER SUCCESS MANAGEMENT CONSULTING

Antal International Network

HOW PERFORMANCE BUILDS TRUST

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THE CLIENT

The Client is a global management consulting firm that helps TMT companies succeed. The company provides a range of services, including strategy consulting, transaction support, transformation, regulation and policy, and subscription research.

THE ROLE

Manager Strategy (Consumer Goods), received end February 2023



THE ASK

- The Client wanted to have an offer out in 30 days.
- Target companies were Management Consulting firms.
- The role had a budgetary constraint.
- The role was thoroughly searched in the market, finding new candidates required a fresh perspective.

URGENCY

This role was in the market for over 6 months and the profiles that they received were interviewed and rejected.



HIRING STRATEGY

Antal's Four Way Methodology which aims at combining the best of passive and active candidates was deployed.

BEING AGILE

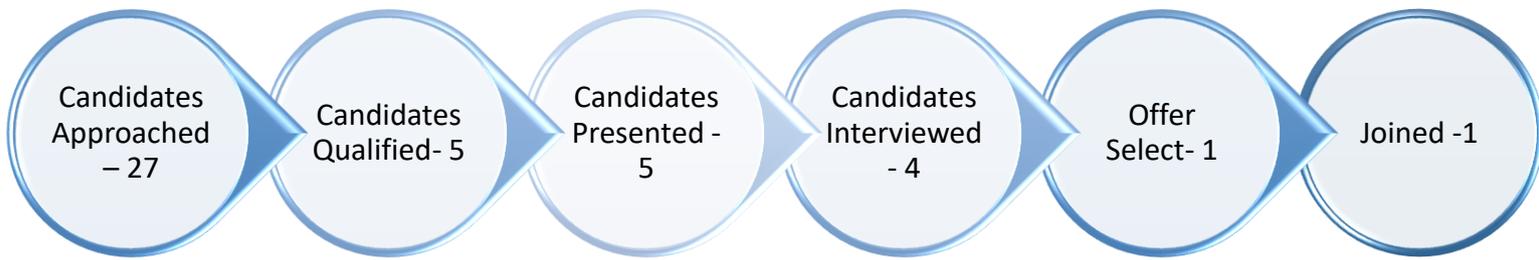
- Working with the specialist recruitment consultant, a list of targeted companies were drawn. Mapping of the entire function hierarchy and identification of those who were not promoted the previous year were zeroed in on.
- The candidate selection to interviews to offers took 3 weeks. This quickness won the heart of our client.



INTERVIEW PROCESS

Well defined interview process with technical, case study presentation, leadership, culture, motivation and aspirations.

KEY METRICES



SPECIFIC CHALLENGES

- Reaching out to candidates during the day was the biggest challenge. Due to extensive travel and constant client meetings, this talent is unavailable during 9am to 7pm. Conversations were only possible after working hours for approach and qualification.
- Convincing these candidates to join a boutique consulting firm was the second biggest challenge.

TOUCH POINTS

The candidate was kept engaged through conversations, exchange of knowledge, industry insights, in person meeting with both the recruiter and the client, debriefing etc.



THE OUTCOME

- The offered candidate joined in April 2023.
- The client agreed on a retainer on the 2nd role. The role closed in a record of 2 weeks of the CV being shared with the client.

KEY LEARNINGS

- It is important to understand a client before agreeing to a search. We must also educate candidates on market trends regarding compensation, career growth, and help them bridge that gap.
- As a specialist recruiter, if you know your market and understand the growth story of your clients, it becomes easy to pass that message down to potential candidates who are open minded about career development.



WHY SHOULD YOU WORK WITH US?

- If you want to take the guessing game out of your hiring cycle.
- If you want realistic advice on the market realities and talent landscape.
- If you believe that talent is an organization wide conversation.
- If you want to achieve your business plan.

ABOUT ANTAL MUMBAI, ANDHERI WEST

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