dotin

TATA CONSULTANCY SERVICES

Case Study

Client Profile

Tata Consultancy Services (TCS) seeks to help customers achieve their business objectives by providing innovating, best-in-class consulting, IT solutions, and services.

Challenge

The need to quickly and accurately predict the success of job candidates.

Solution

TCS created the TCS Workforce Analytics Offering which leverages dotin's technology.

Results

- 1,329 sales and credit officers analyzed
- Those recommended by the dotin system delivered 2.5x better performance
- 72% of the top 5% of credit and sales officers were recommended by the dotin system

Tata Consultancy Services Leverages dotin's Technology to Help Client Find the Best Employees

Based in India, Tata Consultancy Services (TCS) works to ensure the highest levels of certainty and satisfaction through a deep-set commitment to their clients, comprehensive industry expertise, and a global network of innovation and delivery centers. Their mission is to help customers achieve their business objectives by providing innovating, best-in-class consulting, IT solutions, and services.

> "We've come up with a solution that our customers like very much. We are able to assess candidates and accurately predict their performance before they even have an interview."
>
> *Ankoor Kulkarni, Head of Partnerships & Alliances, Analytics & Insights*

194 Francisco Lane, Fremont, California, USA | info@dotin.us | 408 824 4238 | http://dotin.us/

The Problem

Across industries and around the world, companies have truly been in a war for talent since the great recession began to recede. A key reason for the acute talent shortages in certain domains, in addition to the rebounding world economy, is that digital technologies have been redefining jobs in every business function.

In a recent survey conducted by staffing solutions firm Bullhorn, 61% of respondents revealed that "candidate acquisition and sourcing" is among their top priorities. This is because organizations are affected by high churn rates due to low unemployment and are looking for a solution to mitigate attrition and turnover caused by a booming job market. To fulfill their key priority and address this challenge, over half of the industry players are embracing digital transformation.

One key challenge employers face today is high attrition and getting the best out of existing personnel. After all, employees are the primary source of sustainable competitive advantage in the modern world. However, addressing this fundamental human resources challenge isn't easy because the talent lifecycle relies too heavily on intangible aspects like culture, human behavior, and psychology along with job fitment. Clearly, these are areas ripe for disruption with digital technologies.

TCS is at the forefront of this technological revolution in staffing. They strongly believe that the coming together of data and AI will help organizations find and retain top talent. To create the most comprehensive and effective platform possible, TCS turned to dotin's HR AI Analytics Technology. And TCS used this platform to assist one of their largest customers in the banking and financial services industry align talent with sales and credit officer roles.

The Solution

TCS has leveraged dotin's AI engine with respect to talent engagement along with its own technology that focuses on wellness, leadership, development, and compliance to create its TCS Workforce Analytics Offering (TWAO). The approach uses AI techniques to identify cultural alignment of talent with the right roles without asking any questions, in an unbiased fashion, and at scale based on job title and job description.

dotin's technology is unlike any other employment assessment tool. It is designed to use AI to create a holistic view of talent by combining skills with cultural values and uncovering their core motivations and personality. The goal of the technology is to connect these personal aspects to the right employment opportunities, thereby giving employers a better idea of who a potential candidate is and whether they would be a good fit in the company.

The AI engine can analyze the subconscious influences that determine the core motivations and personality of anyone. Because no questions are asked, the process is entirely unbiased in terms of facial expressions, age, gender, culture, and ethnicity. It is also easy to execute as it escapes the language challenge and requires no specific software at either applicant or company end. As a result, the assessment enables companies to capture the true digital personality fingerprint of every candidate.

The assessment, which takes less than a minute to complete, produces a detailed personality report. The report presents occupational, intelligence, and compatibility insights as well as suggestions relating to how to best work with specific personality types. The report also provides a prioritized list of individuals that fits well in terms of culture and team alignment. TCS then combines this information with wellness and health aspects to give an even more complete picture of the candidate.

> "We've come up with a solution that our customers like very much," shares Ankoor Kulkarni, Head of Partnerships & Alliances, Analytics & Insights at TCS. "We are able to assess candidates and accurately predict their performance before they even have an interview."

The Results

The results of the application of the combination of dotin and TCS technologies to the hiring and performance of sales and credit officers were significant:

- 1,329 sales and credit officers analyzed
- Sales and credit officers who went through the dotin recommendation system performed 2.5 times better than officers who did not go through the dotin recommendation system
- 72% of the top 5% of credit and sales officers were recommended by the dotin system

1,329

sales and credit officers analyzed

2.5x

Better Performance

72%

OF THE TOP 5%

of credit and sales officers were recommended by the dotin system

The Bottom Line

The partnership between dotin and TCS has been a successful one. "Based on the success of their engagement in the banking and financial services industry, we plan to expand into the steel and mining industry as well as the oil and gas industry," says Ankoor.

To learn more about how dotin can help your organization hire high performers, visit dotin.us to book a demo or write to info@dotin.us.