

Synergy Technologies



Brand: Mehta Solutions

Product Code: case386

Weight: 0.00kg

Price: Rs500

Short Description

Synergy Technologies

Description

Synergy Technologies is a growing organization in the booming industry of outsourcing. Having established itself as a reputed all centers within a span of just five years, synergy plans to diversify into other domains of Business process outsourcing (BPO). In order to plan for the future manpower requirements of the company, the HR manager, Aditi Arora, conducted a human resource planning exercise that helped her compare the existing manpower resources vis-a-vis the resources needed for diversification.

After studying the existing resources and the future needs, Arora determined that Synergy must recruit over six hundred employees across various departments in the organization for the next operational year.

Arora studied the pros and cons of using various sources of recruitment. Since manpower requirement was mostly at the entry level of the organizational structure (customer care executives). Arora felt that it would be better if synergy hired an external recruitment agency. So that the initial screening of candidates would be done by the agent. This in turn, would save valuable time of the company's HR department. Even though the top management was skeptical about the effectiveness of a recruitment drive using an agency, it finally consented. After a thorough study of a number of recruiting agencies, Arora decided to offer the project to people Consulting services Ltd (people consulting). People consulting were a reputed recruiting agency that specialized in serving the BPO units.

However, while selecting employees for the manager's position. Arora found that the candidates did not possess the right job competencies. She felt that the basis on which People Consulting selected those candidates did not suit match the culture at Synergy. They seemed to be a misfit in the organization in terms of their technical skills and their values. Their managerial skills also did not match the standards expected by synergy.

Arora therefore, in the recruitment head of people consulting, and modified the contract, stating that recruiting agency could hence worth focus only on call center executive. She then sought alternative sources of recruitment for candidates for the managerial cadre at synergy.

Arora herself was present on the interview panel. While selecting employees for the manager's position. Arora found that the candidates did not possess the right job competencies. She felt that the basis on which People Consulting selected those candidates did not suit match the culture at Synergy. They seemed to be a misfit in the organization in terms. People consulting, agency could hence worth focus only on call center executive. She then sought alternative sources of recruitment for candidates for the managerial cadre at synergy. Arora successfully recruited all the required resources for its new unit.

SWOT ANALYSIS

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STRENGTH-

- BPO is an emerging sector.
- Huge difference between demand and supply- Recruitment of man power was easy.

WEAKNESS-

- Scarcity of talented people.

- Recruitment for candidates was time and money consuming.

OPPORTUNITY-

- Bright future growth prospects
- Diversification of company from BPO to KPO (knowledge processing outsourcing)

THREAT-

- Highly competitive sector
- Rules and regulation of W.T.O regarding free flow of skilled worker (U.S.A)

QUESTIONS

1. Though the top management was initially apprehensive about the effectiveness of hiring an external agency to support its recruitment activity, it was later convinced about the various benefits it accrued to synergy. Decline the advantages of an external recruitment agency to organizations like synergy Technologies.

2. People consulting could not provide candidate with the right competencies for managerial positions at synergy. Discuss the probable factors for the failure of people consulting in this case. Also suggest a better source of recruiting candidates for managerial cards

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers