

## Brillio: Manpower Is The Key To Sustainable Growth

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What comes to the advantage of a technology company is innovation, especially in the hyper competitive tech market. There is a huge race to innovate new ideas and products that fuel the industry overall. It becomes an even bigger challenge to attract, retain and develop that kind of talent who bring in those innovations, disruption and knowledge to create the real competitive advantage.

On the similar lines, a sharp and obsessively focused talent acquisition strategy is at the core of Brillio's ability to meet the highly demanding needs of its technology clients. Brillio is a global technology company focused on digital transformation, IOT and VOC. It develops and deploys disruptive solutions that help customers compete better and capture business value faster. The company has invested in developing advanced tools that leverage machine learning, deep learning and Artificial Intelligence (AI) with proprietary methodologies span UX design, digital applications, big data analytics, cloud, security and digital engineering.

In this time constrained, rapidly changing and highly competitive market, Brillio has sharpened its recruitment process using the experience and focused methodology. The company doesn't consider the process as a static function but instead an ever evolving science. The challenge is to create a feedback loop for continuous improvement using institutionalised processes.

The successful recruitment DNA is within the HR team. The team has a healthy mix of people from diverse backgrounds (analytics, traditional IT services, consulting and e-commerce), who undergo rigorous training.

Over a period of time, Brillio has isolated and addressed the key challenges around talent acquisition. Keeping a check on the quality of hire, the company insists that 40 per cent or more of its hires be in the "Top Performer" category. If the target is achieved, it means a minimum 40 per cent employees will deliver 'Outstanding' performance or 'Exceed Expectations'. It considers fulfilling the talent requirements in the shortest possible cycle time to cater the ever changing market.

It undertook 11 prolonged-multiple-dimensional approaches to fulfil the competencies. The very first step is to educate and inspire the candidate about the business unit which is done via a compelling job description. The recruitment team works closely with practice and business heads to create JDs, incorporating all the competencies and cultural requirements in order to attract the right profiles. Brillio makes the most of the technology to identify the top talent through Belong's analytics algorithm, to match skills from public domains and tech forums (like GitHub) and competes against recruiters from other industries at the Outbound Recruitment Jam (Hiring Blitz) hosted by Belong. The team won various awards at the Jam itself.

The Hire, Train and Deploy Model used by the company identify core skilled candidates in the market through partners. Selected candidates are trained on the required skills and deployed on projects. This model has been used for "difficult to hire" skills. Though the employee referral is the routine way to tap the talent, Brillio does it a bit differently through a 'Referral Roulette'. It was an exciting game which ran for a week with employees winning prizes every hour. The evidence of success was in the outcome: The company posted 25 jobs and received an overwhelming response of 700 referrals.

Encouraging diversity, Brillio also partnered with social platforms like LinkedIn and Jobsforher to engage the rich pool of external female talent. Niche roles are mapped for women where they perform successfully.

It is indeed a difficult task at hand to source and identify talent. Brillio conducts coding contests where over 5,000 tech specialist participate, giving the team to identify talent for niche areas that can otherwise be difficult to fill. Being a technology company, Brillio leveraged its tech expertises and tools which helped save them \$50 per candidate by filtering out the unqualified ones.

The strategic approach speaks volumes for the company when it comes to human resources. 45 per cent of total hires made in 2016 have been rated "Outstanding" and "Exceeds Expectation" as per the quarterly check with 280 per cent increase in the offer acceptance.