

THE CHALLENGE

Attracting talent and striving to be a gender-balanced organisation across all levels

Diversity Matters, a McKinsey study, indicated business units with a higher percentage of women leaders have grown faster in comparison with those that have fewer or no women in leadership roles.

Understanding the business benefits, Genpact aligned their recruiting activities to their diversity goals. While they had an overall 37% representation of women in the workforce, when it came to leadership positions, there were only 17% women at the top level.

Gender diversity is a business-critical mission at Genpact, therefore the organisation required a robust employer brand strategy to increase the total women in their workforce across all levels of the enterprise to an ideal goal of 50%.



Wearing diversity on their sleeve with LinkedIn

Genpact created the R.A.C.E (Research, Articulate, Create, Execute) framework to craft their employer brand go-to-market.

Research

Internal methods – surveys, focussed group discussions; External methods – brand perception surveys, social media conversations.

Articulate

Identified key themes and translated into largely visual external communication.

Create

Built exciting content and collateral.

Execute

Adopted relevant channels and platforms, and measured what matters: Awareness, Engagement, Number of applications, Number of hires.



THE SOLUTION

A pilot campaign around gender diversity, Career 2.0, was rolled out in mid 2015 with an ultimate goal of hiring 30 women in mid to senior profiles.

Potential hires were engaged through various channels and content formats including Infographic job posts, networking events, employee testimonials, leaders showcasing the organisation's culture, and media around how the organisation supported and promoted diversity.

Career 2.0 was a social-first initiative and Genpact tested various social channels. The first phase results showed that social delivered a high volume of applications, however for skilled professionals with 8-10 years of experience, LinkedIn was a clear winner.



"We are believers in the power of content. Real credibility comes when you give audiences value-add and meaningful content and deliver it in a non-intrusive way right to their screens. LinkedIn makes this possible."



Sunanda Malik,

AVP Global Talent Marketing and Corporate Communications, Genpact

Genpact amplified their content reach to the right candidates via Sponsored Updates then leveraged their LinkedIn Career Page to showcase their employer brand and engage these senior candidates.

Genpact's campaign piqued media interest, created a positive sentiment in the industry and led to the company receiving an overwhelming 5000+ applications, not to mention the tremendous boost to their employer brand.

The Career 2.0 campaign received over 20M views, 1mn+ acts of engagement, 5k+ applications and 45 hires. In addition to the high engagement, it brought in cost savings of 70-83% compared to the total cost of hiring the same number of women previously.

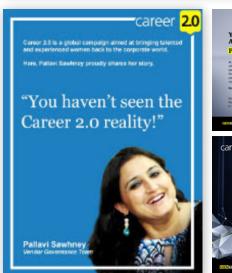
The success increased the faith in social media for Genpact and resulted in a 3x growth in employer brand investment across social channels.

70-83% reduction in cost of hiring

3x growth in employer brand investment across social channels

CAREER 2.0: BOLD CREATIVE









In the Press



Career 2.0: Genpact gives women on break a chance to comeback



In one of the biggest gender diversity initiatives till date, Genpact has rolled out an ambitious plan to hire women who have taken a mid-career break for any reason.

Called Career 2.0, the programme, targeted at qualified women who have worked in great companies, is meant to eventually feed the leadership pipeline at senior levels.

"Diversity is connected positively with innovation. An increase in women has been linked to a group's effectiveness in solving difficult problems. Here at Genpact, we drive gender diversity even harder as a business-critical mission versus a 'nice-to-do'," said

NV Tyagarajan, CEO and president at Genpact.



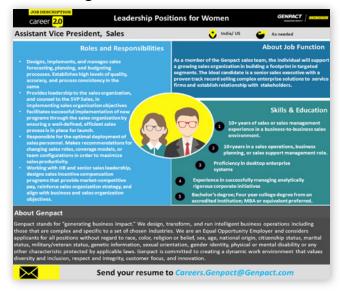
For all the super talented



Career 2.0: Genpact gives

CONTENT MARKETING ON LINKEDIN

Job Postings



Diversity News



Leadership Bytes



Networking Events



Employee Testimonials



I always thought I had only two options either to work full-time or not work at all.

Career 2.0 offered me another option – work-life balance!

While I enjoy working in a corporate environment, I also want to enjoy my kids' growing-up years. I thought I was chasing a dream, till Career 2.0 turned that into reality!

Hats off to everyone in Career 2.0 – right from conceptualization, to implementation, to the teams that one works with!

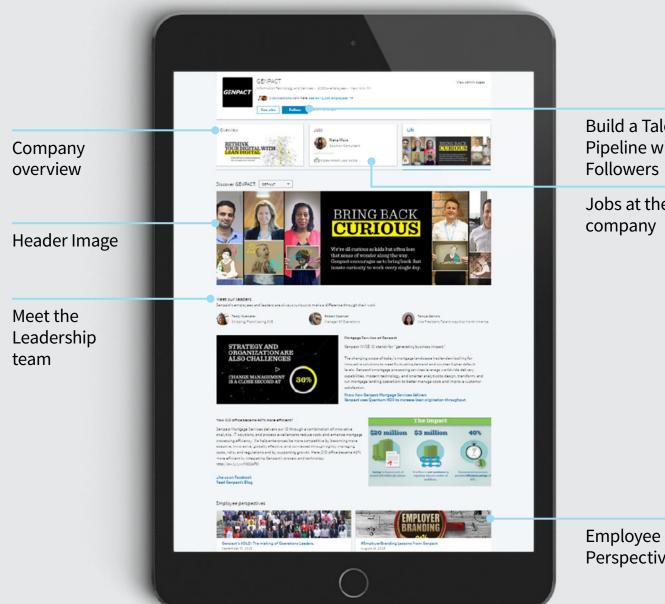
There have been occasions when my leaders have been extremely supportive & thoughful encouraging me to take time off from work during my kids' school holidays.

GENPACT | LEAN DIGITAL

Engagement Activities



LINKEDIN CAREER PAGE



Build a Talent Pipeline with

Jobs at the company

Perspectives