

 **Hetero** Won Bronze for

Infi in Use of Tech & Analytics in TA



Executive Summary



In just three months, Hetero has transformed its talent acquisition function by embedding technology and analytics at the core of recruitment operations. From reducing time-to-hire to diversifying sourcing channels and unlocking internal talent pools, the TA teams at Hetero Corporate and Plant have delivered measurable outcomes. Powered by Darwinbox, this shift accelerated hiring agility and efficiency, fully aligned with Hetero's broader vision of operational excellence and digital HR transformation.

Problem Statement

Hetero's recruitment operations were previously hampered by high turnaround times, limited sourcing reach, and inefficient manual processes. Heavy reliance on a single sourcing channel and low process automation resulted in prolonged hiring cycles and an underutilized internal talent pool, impacting the business's ability to hire quickly and cost effectively.

Key Challenges

- **Lengthy Requisition Turnaround:** Requisition processing took 5–15 days, delaying hiring kickoff.
- **Lack of Self-Service for Hiring Managers to Raise Requisitions:** In absence of ESS hiring managers were heavily reliant on HR to raise requisitions.
- **Inefficient Screening & Scheduling:** Manual steps added 10+ mins per candidate profile screening and up to 3 days per interview.
- **Lack of Access to Real-Time Dashboards and Analytics:** Impacted decision making time.

- **Limited Sourcing Pipeline:** Heavy dependence on Naukri limited access to diverse and high-quality talent.
- **Under-leveraged Internal Talent Pool:** Lack of visibility into internal candidates led to unnecessary sourcing efforts.



Technology & Analytics-Led Solutions

With Darwinbox as its transformation partner, Hetero deployed a full-stack digital recruitment solution across corporate and plant TA teams:

- **Workflow Automation:** Automated requisition flow to digitize – initiation, approvals and creation of requisitions.
- **Business-Led Requisitioning:** Enabled business teams to raise 90%+ of requisitions directly, reducing handoffs.
- **Automated Screening & Scheduling Capabilities:** Use of CTQs to auto screen candidates based on pre-set fields. Also system based scheduling to avoid manual effort on emails and calendar invites.
- **Data-Driven Decisions:** Real-time analytics on sourcing efficacy, screening velocity, and recruiter productivity.
- **Multi-Channel Sourcing:** Real-time analytics on sourcing efficacy, screening velocity, and recruiter productivity.
- **Enhanced Visibility of Internal Talent Pool:** Internal candidate pool leveraged while hiring via improved visibility, automated IJP flows, advanced AI features to match internal candidate pool with relevant jobs etc. to optimize sourcing and screening time



Outcomes & Metrics

- **87% reduction** in requisition turnaround time (from 5–15 days to 1–2 days across roles).
- **92% faster** interview scheduling (from 2–3 days to 1–2 hours).
- **67% improvement** in screening time (15 to 5 mins per candidate).

- **50+ hires** in 3 months via LinkedIn and career page resumes.
- **15+ roles** closed with zero additional sourcing, tapping into internal pipelines.
- **2000+ candidates** sourced from 25 LinkedIn job posts.



Innovation & Differentiation

What sets this transformation apart is not just automation - but intelligent orchestration. Hetero used analytics to identify roles that could be closed without external sourcing and redefined recruiter roles by enabling business stakeholders to raise requisitions directly - a rare but high-impact shift in TA ownership.



Strategic Alignment

This initiative directly supports Hetero's business objectives: speed-to-execution, cost-efficiency, and operational excellence. By optimizing time-to-hire and streamlining recruitment workflows, the TA function has evolved into an agile partner to the business - ready to respond to talent needs without delays.



Change Management & Adoption

The transformation was designed with adoption in mind. Close collaboration with plant and corporate teams, hands-on support from Darwinbox, and visible improvements in day-to-day outcomes drove high user engagement and confidence. The active role of business users in the hiring cycle is a clear indicator of successful change adoption.



Scalability & Future-Readiness

The success achieved in just 90 days demonstrates a highly scalable model that can be replicated across other business units. With strong adoption and improved operational efficiency now in place, Hetero is well-positioned to build more advanced hiring capabilities such as AI-powered screening and predictive workforce planning. This will support Hetero in building a resilient and forward looking talent ecosystem.



Conclusion

Hetero redefined recruitment by embedding technology and analytics at its core - cutting requisition time by 87% and interview scheduling by 92%. With multi-channel sourcing, empowered business teams, and a leaner, smarter TA process, Hetero's partnership with Darwinbox showcases what next-gen hiring looks like: fast, data-driven, and aligned to business outcomes.