

Tiger Analytics Won Bronze for
**Infi in Employer
Branding Initiatives**



Problem Statement



Tiger Analytics, a global leader in AI and data science consulting for Fortune 500 clients, rapidly scaled from 500 to over 5,000 employees across geographies. However, onboarding remained a functional and logistics-driven - lacking a reflection of Tiger's distinct culture. In a competitive analytics talent market, this created key risks: missed early engagement opportunities, inconsistent brand messaging, and elevated early attrition. Without a cohesive, brand-led onboarding experience, Tiger risked delivering forgettable first impressions at a critical touchpoint.



Key Challenges

- **Lack of Brand Identity in Onboarding:** New hires encountered generic, non-branded workflows-especially across global offices - that failed to reflect the company's unique culture.
- **Fragmented Tools and Manual Processes:** Disconnected systems and workflows made it difficult to deliver a unified onboarding experience across regions and functions.
- **Uniform Templates Across Roles:** Standardized content failed to account for role, function, or seniority - missing opportunities to personalize and build early belonging.



Solutions Leveraged

- Tiger reimaged onboarding as a brand-defining experience—powered by Darwinbox—to emotionally connect new hires to the “Tiger Tribe” from the moment the offer was accepted.

- **Persona-Led “Tiger Tribe” Journeys:**

Customized onboarding flows were designed for candidates, onboarding leads, and background verification teams. Each journey was infused with “Tiger Tribe” visuals and messaging to immerse new hires in the brand.

- **Branded Pre-Day 1 Touchpoints:**

A two-stage data capture (post-offer, pre-joining) reduced friction while embedding Tiger’s identity across all forms, emails, and interactions.

- **Cultural Immersion via Darwinbox Portal:**

Tailored candidate portals featured welcome videos from founders, digital swag, and animated storytelling of values and leadership.

- **3-3-3 Sentiment Tracking:**

Engagement was monitored at 3 days, 3 weeks, and 3 months. Any dips triggered personalized, brand-led nudges to reinforce connection.

- **Automated, Scalable Orchestration:**

The entire process ran via Darwinbox, enabling Tiger to scale onboarding 10x without increasing HR headcount.



Outcomes

- **14% Reduction in Early Attrition:**

Emotionally engaging, branded onboarding improved retention during the first 90 days.

- **No increase in HR Headcount:**

Despite a 10x hiring scale, the onboarding team size remained constant—thanks to automated, branded workflows on Darwinbox.

- **Higher Engagement & Completion Rates:**

Candidates completed onboarding faster and rated their experience more positively due to personalized, branded touchpoints.

- **Employer Brand Amplified:**

“Join the Tiger Tribe” evolved from a tagline to a lived experience, reinforcing Tiger’s people-first identity.



Conclusion

Tiger Analytics transformed onboarding into a brand-first experience - welcoming every new hire to the “Tiger Tribe” with persona-led workflows, and emotion-driven automation via Darwinbox, the company created a culture-rich, seamless Pre-Day 1 journey. The result: improved engagement, reduced early attrition, and a scalable employer brand achieved without increasing HR headcount.