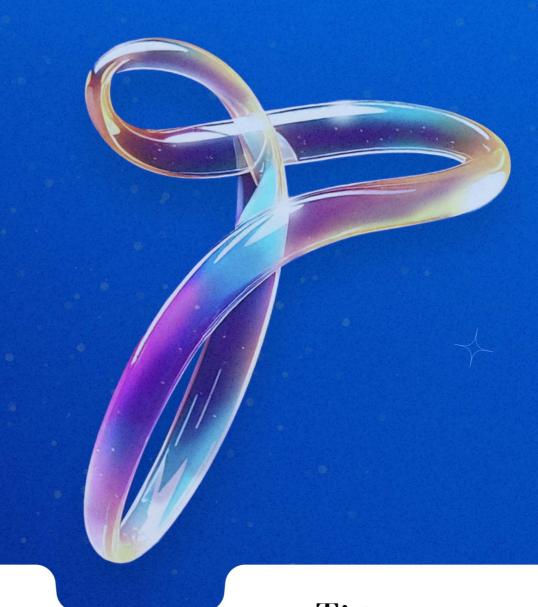


Tiger Analytics Won Bronze for

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, nonbranded 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 reimagined 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.