

## CASE STUDY

# Overcoming Time & Distance to Hire Top Talent in New Terrain

Lebara is one of Europe's fastest growing mobile telecom companies, with five million active customers, 1,000 employees worldwide and operations spanning eight countries. With a unique vision to bring happiness to migrant communities, Lebara sought to expand to Chennai, India.

## The Need

Setting out to open a services center in Chennai, India, Lebara needed to overcome several challenges. Obstacles included hiring a large, skilled local workforce in just six months, while navigating unfamiliar hiring practices in a market where its brand was not known. Additionally, Lebara had to manage everything from a main office 8,000+ kilometers away.

## The Challenges

- ✓ **Time**  
Hiring a skilled local workforce in just six months
- ✓ **Distance**  
An intensive hiring push from 8,000+ km away
- ✓ **Culture**  
Unfamiliar hiring practices in a new market
- ✓ **Limitations**  
Attracting top talent with an unknown brand

## The Solution

Understanding that local expertise was essential and recognizing 247Hire's ability to both architect and execute solutions, Lebara and its dedicated strategic talent management partner, RTM, sought a partner that specialized in complex global talent acquisition needs.

With a focus on collaboration and business advisory, 247Hire established a global recruiting team with resources in London and India, taking a cross-cultural approach to ensure all stakeholders received support and guidance.

- 01 Expertise:**  
Applying a deep understanding of area recruiting procedures, customs and conventions, 247Hire established protocols for job requisitions, processes, salary ranges and hiring timelines.
- 02 Architecture:**  
Partnering with the Lebara team, the 247Hire team built a new Chennai recruitment lifecycle and hiring toolkit from the ground up.
- 03 Onboarding:**  
Hiring an onsite recruitment specialist in Chennai created a smooth ramp-up of the new workforce.



## The Impact

Over the course of a concentrated nine-month hiring push, the 247Hire team filled a wide range of hard-to-fill professional and technical roles, engaging local talent and managing nuances within a complex job market. 247Hire's efforts resulted in 356 carefully vetted candidates, 98 interviews, 40 job offers and 30 new hires, successfully achieving Lebara's goals.

Reflecting on 247Hire's approach, Lisa Kelly, Head of Talent and Resourcing at Lebara, says, "What stood out about 247Hire was that despite their extensive experience mobilizing recruiting solutions in locations across the globe, their first order of business was consulting and collaborating in person with us and with RTM to understand our unique hiring opportunities and challenges in Chennai. The open and collaborative discussions we had among our hiring managers in London, RTM's recruitment experts and the Lebara team are what set us up for success and ensured the recruitment strategy was carefully aligned with our needs."

"It's not an exaggeration at all to say we could not have succeeded in building our talented Chennai team without the global recruitment guidance and expertise of 247Hire. It was a tremendous business and cross-cultural challenge for us and an essential opportunity for growth that has made us a bigger, better business."

**Lisa Kelly**

Head of Talent and Resourcing, Lebara

9

MONTHS

356

CANDIDATES

30

NEW HIRES

## The Pressure Is Off

At 247Hire, our mission is simple: empower you to achieve more.

Contact us today at [sales@247hire.com](mailto:sales@247hire.com) or [630-686-0100](tel:630-686-0100) to fast-track your success.

