

merittrac

Scaling Campus Recruitment for a

LEADING GLOBAL MANUFACTURING COMPANY





SCALING CAMPUS RECRUITMENT FOR A LEADING GLOBAL MANUFACTURING COMPANY

How MeritTrac enabled seamless multi-campus hiring across 50+ institutions, assessing 3,000+ engineering candidates in a coordinated 3-month recruitment drive.

3,000+

Engineering Candidates Assessed

50+

Campuses Coordinated Nationwide

85%+

Attendance Rate Achieved

100%

On-Time Delivery

Zero Escalation

Across All Location

Company: A Lead Global Manufacturing Company

Industry: Steel Manufacturing & Distribution

Challenge: Multi-campus recruitment at scale

Duration: 3-month engagement

CLIENT OVERVIEW

One of the world's leading steel producers, with operations spanning mining, steel production, and processing across multiple continents, the company serves critical sectors. The serving industries include automotive, construction, infrastructure, and consumer goods through its integrated steel plants in India and internationally. Beyond traditional manufacturing, They have positioned themselves at the forefront of sustainability initiatives, innovation programs, and digital transformation in the steel-making industry.

BUSINESS CHALLENGES



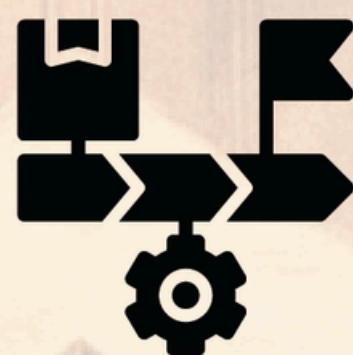
Campus Coordination Complexity

Managing simultaneous assessments across 50+ engineering and management colleges required unprecedented coordination. Each institution had unique scheduling constraints, different technological capabilities, and varying placement cell protocols. The challenge involved aligning multiple stakeholders while maintaining consistent assessment standards across diverse campus environments.



Real-Time Communication Management

Establishing effective communication channels with placement officers, candidates, and internal teams across multiple time zones and locations. The complexity multiplied with the need for instant updates, query resolution, and status tracking across all participating institutions simultaneously.



Logistical Infrastructure Challenges

Organizing comprehensive test materials, ensuring panel member availability across locations, managing travel logistics for assessment coordinators, and setting up reliable venue infrastructure. Each campus presented unique logistical requirements that needed customized solutions while maintaining standardized processes.



Technical Integration Across Campuses

Ensuring robust technical infrastructure across diverse campus environments with varying internet connectivity, hardware capabilities, and IT support systems. The challenge included providing consistent user experience while accommodating different technological maturity levels across institutions.

OUR SOLUTION

01

Customized Assessments with AI-Powered Integrity

Developed specialized technical assessments covering the Electrical, Mechanical, and Metallurgy domains, alongside crucial behavioral fitment evaluations. To ensure the integrity of these assessments across all locations, we deployed an advanced AI-powered remote proctoring system. This technology provides live video surveillance with automated credibility scoring and intelligent behavior analysis, eliminating the need for physical proctors while upholding the highest standards.

02

Centralized Coordination and Real-Time Tracking

Implemented comprehensive dashboards that provided real-time visibility into candidate progress and attendance. This system enabled seamless coordination between placement cells, candidates, and assessment teams through automated notifications and status updates. It ensures all stakeholders have a clear, unified view of the entire process from start to finish.

03

Automated Analytics and Instant Reporting

Developed intelligent reporting mechanisms that automatically generate immediate attendance reports, performance analytics, and comprehensive assessment summaries. This provided stakeholders with instant access to critical data, ensuring complete transparency and allowing for quick, data-driven decisions throughout the recruitment cycle.

04

Multi-Channel Communication Infrastructure

Established a robust communication network using a combination of WhatsApp groups, standardized email templates, and dedicated support channels. Our multi-layered approach ensured that all stakeholders remained informed and connected throughout the assessment period with multiple backup communication options.

MEASURABLE IMPACT

A streamlined recruitment process that demonstrated the power of technology-enabled campus hiring at enterprise scale.

100%
On-Time Delivery

<10 Min
Issue Resolution Time

85%+
Attendance Rate

Zero
Escalations



THE OUTCOME

This engagement showcased how strategic technology implementation can transform large-scale campus recruitment. Through innovative tools, proactive support systems, and seamless coordination, the project delivered

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