

# Improved Employer Branding & Employee Satisfaction for Leading Low Cost Carrier



## SITUATION

As part of an effort to expand geographical outreach, the client has added 200 passenger aircrafts to their existing fleet, making it crucial to maintain an optimum number of pilots. To achieve this, the customer wanted to establish a strong employer brand and attract the best talents available

## IMPACT

The client wanted to increase pilot strength by retaining currently serving pilots as well as aggressively hiring new pilots from different categories, i.e. expats, services (Air Force, Navy and Coast Guards), pilots flying with private business houses and pilots from competing organizations

## RESOLUTION

ITC Infotech designed an employer branding framework to help the client appeal to existing employees, attract potential employees and be regarded as an engaging employer in the overall pilot community

## The Client

The client is India's leading low cost airline. The company handles over 50,000 passengers via its 380 flights, which operate daily to 50+ destinations in India and neighboring countries.



## The Need

The client was experiencing challenges with retaining and attracting airline captains due to a shortage of experienced pilots in the country. As the government of India introduced more favorable policies, the civil aviation industry expected massive expansion. As a result, the airline wanted to increase their aircraft capacity. In order to manage the new fleet of aircrafts, the client needed experienced pilots to join their workforce.

## The Solution

ITC Infotech assessed current state by interacting with recruitment and marketing teams, as well as with pilots serving the organization. Based on the inputs received from various departments and key stakeholders, ITC Infotech designed a 6 week activity timeline, clearly defining the objective and deliverables at the end of every week.

As a part of the engagement, a comprehensive assessment was conducted based on in-depth interviews with different group of pilots, i.e. newly hired, long term and currently serving pilots, as well as pilots who have resigned but serving their notice period. This exercise was carried out to obtain in-depth insights into the current situation within the company, to gauge areas of improvement and to ensure that the pilots are at the center of decision-making.

Based on the inputs obtained, an employer branding framework was created to encompass an end to end process flow and activity calendar for an entire year. This process included conducting various initiatives for attracting as well as retaining pilots and creating a positive employer brand image within the market. The goal was to create an appropriate brand pull and facilitate better hiring. A comprehensive list of industry best practices was created to attract talented candidates and hire niche employees. A list of hiring and retention best practices being followed by competitors was also provided. An efficient process model and process document was also developed containing end to end process flow, clearly stating responsibilities of respective stakeholders.

## Business Benefits

- Established a strong employer brand in the pilots' talent community
- Enhanced employee satisfaction through various initiatives taken for pilots
- Helped in facilitating positive word of mouth marketing about the employer in the pilot community
- Implemented a clearly defined process flow specifying key stakeholders involved to help regulate future initiatives
- Employer branding exercise enabled the client to recruit experienced and talented pilots and achieve client's business objective of rapid expansion

### ITC Infotech's Business Consulting Practice

The Business Consulting Group (BCG) at ITC Infotech is a converging point for business & IT solutions. We aim to transform business performance, bringing a strategic perspective on process improvement and IT enablement. Our team blends domain experts and consultants, bringing unique capabilities to discover and resolve business concerns of the day.

Our expertise spans Consumer Goods, Retail, Process Industry, Logistics & Transportation, across key business functions such as product development, production, supply chain management, sales and marketing management, field force management, and customer relationship management.

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