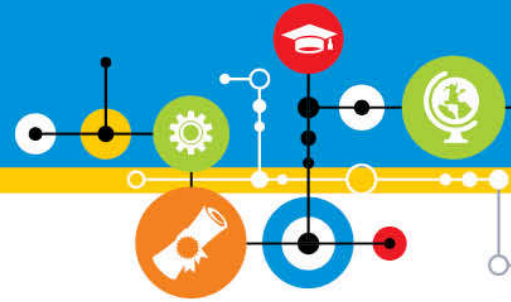


# MANAGING THE TALENT PIPELINE:

A New Approach to Closing the Skills Gap



**Case Study:** Talent Pipeline Management

**Profile:** Tata Consultancy Services

**Title:** Building Stronger Connections to Future Talent

In 2012, Tata Consultancy Services (TCS) recognized that the newest generation of college graduates was using social, mobile, and online technology as the primary method to research and connect with potential employers. In response, TCS launched Campus Commune, an innovative digital platform targeting students in its primary Asian hiring geographies to promote networking through interactive gaming, learning modules, and career information. Now TCS actively engages potential candidates through the platform and can better recruit talent. More than 40% of TCS's roughly 25,000 new entry-level hires last year were identified through the platform, and it expects to increase this to more than 60% to 70% in the coming years.

TCS populates the platform with business-relevant training modules for in-demand skills and competencies, and runs coding and design challenges to evaluate and prepare the future workforce in advance of employment. As a result, TCS has seen pre-employment assessment scores substantially increase and has reduced the time it takes to make new hires career-ready.



Having more prepared candidates has enabled TCS to focus its on-boarding process on building client-specific competencies and capabilities with its new hires. Since the launch of the Campus Commune digital platform, TCS has staffed 100% of its open positions for new hires and is enjoying unparalleled levels of brand recognition and popularity among emerging talent pools.

Learn more at [TheTalentSupplyChain.org](http://TheTalentSupplyChain.org)



U.S. CHAMBER OF COMMERCE FOUNDATION