

smartfren.

Smartfren is a subsidiary of Sinarmas Group in Indonesia with over 1,000 employees under their wings. With 5G on the horizon, **their focus is to hire a fleet of 800 Gadget Specialists** to push telecom and internet sales across the country.



When details matter. Kormo Jobs has the process to match.

Challenge

Smartfren's hiring goals focused on candidates that could embody the Smartfren brand, and even vehicle ownership in certain areas. The positions could not be fulfilled fast enough with their standard vendors and platforms. Besides the number of qualified candidates, the screening process was lacking in efficiency and didn't get them the results they needed.

Approach

The guided feature in Kormo Jobs by Google, as well as automatic invitations for shortlisted candidates to walk in for interviews made it easy for the right candidates to fast-track their application, especially where a face-to-face interview was a key factor in the hiring process.

Results

Smartfren hired 95 candidates in 2020 through Kormo, Filling the 10% gap that their hiring vendors weren't able to fulfill. In the Jabodetabek area alone, Smartfren was able to achieve a 16% offer rate.

95

Candidates
hired in 2020

“

In the one year we worked with Kormo, we were very satisfied with their fast and responsive support in fulfilling our needs.

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Dinar H. Bagaskara
Mass Recruitment Section Head



Kormo Jobs