



CIFOR-ICRAF CASE STUDY

How CIFOR-ICRAF used ZOHO RECRUIT to streamline their multi-location, multi-country recruitment pipeline"

CASE STUDY

THE CLIENT



CIFOR ICRAF

The Center for International Forestry Research (CIFOR) is a non-profit scientific research organization that conducts research on the use and management of forests with a focus on tropical forests in developing countries.

World Agroforestry is an international institute headquartered in Nairobi, Kenya, and founded in 1978 as "International Council for Research in Agroforestry (ICRAF)". The Centre specializes in the sustainable management, protection and regulation of tropical rainforest and natural reserves.

The Center for International Forestry Research and World Agroforestry (CIFOR-ICRAF) harnesses the power of trees, forests and agroforestry landscapes to address the most pressing global challenges of our time – biodiversity loss, climate change, food security, livelihoods and inequity. CIFOR and ICRAF are CGIAR Research Centers.

CASE STUDY

THE CLIENT



CIFOR ICRAF

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Location: United Nations Avenue, Gigiri

Field & Nature of Business: NGO

ZOHO Subscription Obtained: ZOHO RECRUIT




CASE STUDY

PROBLEM STATEMENT & KEY CHALLENGES

CIFOR ICRAF had a mega challenge aligning its multi-location, multi-country recruitment pipeline. From the Requisition for Personnel (RFPs) that originated from its back-end system, there was no clear way of standardizing the recruitment experience across multiple geographies and jurisdictions. CIFOR-ICRAF constantly faced the enigma of multiple candidates, applying for multiple open jobs and managing the eco-system of applications was strenuous and with duplicated tasks of evaluating candidates manually and in compliance with company policy.

This led to hiring gaps, non-communication to candidates, mix-up of candidates and roles, effectively increasing the chances for a bad hire. And the HR teams in **Nairobi, Singapore, India and Vietnam** had no way to adopt a truly uniform hiring structure.




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PROBLEM STATEMENT & KEY CHALLENGES

Hiring without a proper system has always felt like navigating a maze blindfolded - with scattered applications, inconsistent processes and missed opportunities and it made finding the right talent an uphill battle.



~ **Linus Kabutha, Manager, FIS, ICRAF**



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PROPOSED ZOHO SOLUTION(S)

To resolve the endemic issue of hiring pipeline, Mediacent Interactive proposed **ZOHO RECRUIT** because of:

- ✓ **End-to-End Recruitment Management** - Streamlines the entire hiring process from job posting to onboarding. Customizable workflows to adapt to specific recruitment processes.
- ✓ **Multi-Channel Sourcing** - Integrated job board postings and social media recruitment. Careers page customization for seamless branding.
- ✓ **Collaborative Hiring** - Centralized platform for team collaboration and real-time feedback. Role-based access ensures secure and efficient information sharing.
- ✓ **AI-Driven Candidate Screening** - Resumé parsing and AI scoring for quick shortlisting. Automated ranking of candidates based on relevance to job descriptions.



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PROPOSED ZOHO SOLUTION(S)

- ✓ **Advanced Reporting and Analytics** - Recruitment dashboards with actionable insights. KPIs to track time-to-hire, cost-per-hire, and source effectiveness.
- ✓ **Global Compliance Support** - Ensures adherence to regional labor laws and data privacy regulations, including GDPR. Localization options for multi-country operations.
- ✓ **Automated Communication** - Email templates and candidate reminders. SMS integration for quick updates.
- ✓ **Mobile App Access** - Manage recruitment on the go, ensuring flexibility and responsiveness.

CASE STUDY

IMPLEMENTATION

Discovery

The methodology starts with the discovery phase, where the company's requirements are gathered. This includes understanding the current business processes, and workflows, and identifying areas where the solution can be deployed to streamline operations

Design

During the design phase, the methodology includes designing the solution to meet the specific needs of the organization. This includes configuring the solution products, customizing workflows, and integrating solution with other systems.

Training

Once the solution is built, the methodology includes training users on how to use the solution. This includes conducting training sessions and providing ongoing support.

Planning

Once the requirements are gathered, the methodology includes planning the deployment. This includes setting up a project team, defining roles and responsibilities, and creating a timeline for the deployment.

Build

The build phase involves building the solution. This includes creating user accounts, migrating data, and configuring integrations. The methodology also includes conducting testing to ensure that everything is working as expected.

Deployment

During the deployment phase, the solution is rolled out to the organization. The methodology includes monitoring the solution to ensure that everything is working as expected and making any necessary adjustments.



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IMPLEMENTATION

Duration it took to implement the solution(s):

The project took a total of 7 Months (ordinarily, this should be 2 months) owing to the below major bottleneck.

Bottlenecks, and how they were mitigated

CIFOR-ICRAF had a ZOHO RECRUIT instance that was opened and registered under the Zoho Singapore office. This older version of recruit was not updated to the latest version and therefore lacked the crucial “Applications Module”. It took a while to figure this out (5 months) as the earlier “Candidate Module” carried mixed-functionalities for the Candidates as well as the Applications Modules. In the usual and periodic platform upgrades by ZOHO , a separation of the two modules was done to make functionality better and support needed to enable the separation on the back end. Once enabled, 70% of the pending scope auto-resolved and we completed the project within a month and half thereafter.

Additional services provided- e.g. migration, customization & integration

1. CIFOR-ICRAF required API integration with their back-end system so that Requests for Personnel (RFPs) can be automatically logged onto ZOHO RECRUIT to make the process seamless.
2. CIFOR ICRAF also required a total migration of their ZOHO RECRUIT instance from the Singapore office to the Kenya office, so that they can benefit from preferential KES pricing (as opposed to Dollar \$ pricing in Singapore), making their payments less susceptible to Forex Fluctuations and Shocks. Mediacent Interactive liaised with the ZOHO Kenya office to actualize this instance migration and pricing currency change.




CASE STUDY

RESULTS: BENEFITS & ROI

The **Business Impact for CIFOR-ICRAF after Moving to Zoho Recruit** is as follows:


- ✓ **Scalability for Multi-Country Operations:** Zoho Recruit supported CIFOR-ICRAF's multiple locations and languages, making it ideal for the NGO which operating across borders.
- ✓ **Centralized Recruitment Hub:** CIFOR-ICRAF acquired a unified platform that consolidates applications from multiple channels, ensuring no candidate slips through the cracks.
- ✓ **Customization to NGO Needs:** Zoho Recruit was easily adaptable to NGO-specific roles and processes, ensuring efficiency.
- ✓ **Cost-Effective Solution:** Zoho Recruit provided CIFOR-ICRAF with premium features at competitive pricing, aligning with budget allocations at the NGO.



CASE STUDY

RESULTS: BENEFITS & ROI

- ✓ **Improved Efficiency:** Automated workflows reduced CIFOR-ICRAF's recruitment time, allowing the HR teams to focus on strategic tasks.
- ✓ **Enhanced Team Synergy:** Centralized collaboration and role-based access streamlined decision-making across multiple locations that CIFOR-ICRAF operates from.
- ✓ **Better Candidate Experience:** Faster communication and personalized engagement have resulted in a better experience of CIFOR-ICRAF by potential candidates, thereby boosting offer acceptance rates compared to before.
- ✓ **Higher Lead-to-Hire Conversion:** AI-driven tools improved candidate matching, increasing conversion rates.



CASE STUDY

RESULTS: BENEFITS & ROI

- ✓ **Cost Savings:** Optimized hiring processes led to a reduction in recruitment overheads for the CIFOR-ICRAF HR Teams.
- ✓ **Data-Driven Decisions:** Real-time analytics enabled smarter hiring strategies, aligning talent acquisition with organizational goals.
- ✓ **Global Compliance:** Ensured adherence to regional laws, minimizing risks and enhancing CIFOR-ICRAF's brand reputation.
- ✓ **Client Team Onboarding & Training:** We believe ultimate success when it comes to systems is "not in implementation, but rather in adoption of the system". As such, Mediacent Interactive, through its mantra of "walking with the client team every step of the journey", provided thorough team training to relevant system users, ensuring they not only grasped, but became prolific in the use of the implemented solutions.



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TESTIMONIAL

With Zoho Recruit, we've transformed our hiring process into a seamless, data-driven powerhouse. Our HR teams are more connected, efficient, and impactful than ever—helping us build a global team that drives our mission forward with precision and passion!



- Linus Kabutha, Manager FIS, ICRAF

CALL TO ACTION (CTA)

Join the #ZohoRevolution

Experience the transformative power of Zoho ERP with Mediacent Interactive, your trusted partner in seamless implementation, tailored solutions and reliable ongoing support.

Our proven track record of delivering success stories for businesses like yours speaks for itself. Don't just adapt—lead.

Let's revolutionize the way you work, together.

Your growth starts here!!



THANK YOU...



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