

Genpact

Recruitment space design

Client

Genpact is one of the largest players in the global business process outsourcing (BPO) market. Founded by General Electric in 1997 and headquartered in India, Genpact now serves many Fortune 500 companies.

Challenge

In Romania, Genpact is in constant need of visibility and distinctiveness at various recruiting events (job fairs). Genpact asked Grapefruit to design a booth meant to draw and retain the visitors' attention in the crowded and noisy environment typical of such events.

Solution

As a main design element Grapefruit proposed a series of stylized human outlines placed in horizontal rows on decorative paper sheets. With plenty of drawing utensils at their disposal, the visitors were asked to picture themselves by coloring one human outline and, optionally, leave their contact information.

Results

Using the booth created by Grapefruit, Genpact managed to triple its response rate from 3.75% to 10% and thus to exceed the 6-6.5% average per employer. The new concept also increased Genpact's awareness and favorability. Client representatives stated: "We believe this concept was a genuine success, as it put us into the limelight and raised our profile at several events we participated in alongside older companies." And organizers noted that "If there had been a popularity award, the winner would have certainly been Genpact."

