

Accountability is unique in our line of business

Executive Access India operations were started in the year 1995 and today it is one of the biggest head hunting firms of the country with offices across the country and associates across different regions of the world.

It is actively involved in fields such as technology practice, hospitality and leisure, industrial practice, pharma and healthcare, consumer services, banking and financial services and others.

NEW BEGINNINGS

Its client list includes Fortune 500 companies as well as top Indian corporates.

The firm is headed by Ronesh Puri who joined Executive Access in 1995 as a Senior Consultant and then in the year 1997 took over as the Managing Director. Prior to this, he was an Advocate and a Banker.



He has had the privilege of having served on FICCI HR committee and is also an active member of Confederation of Indian Industry,

Delhi HRD Network and TIE. He has also won the Most Promising Entrepreneur Award 2009 awarded by Asia Pacific Enterprise Forum.

The Hindu Opportunities spoke to Mr. Puri on his company and the recruitment business.

When asked on what makes Executive Access such a successful recruitment firm, Mr. Ronesh Puri said, "We provide accountability whereas there is hardly any accountability in our line of business."

Further explaining this, he said that his company charges the clients fees for the assignment only if the client is satisfied with the performance of the candidate who has been selected for the job.

He said that Executive Access views the transaction with every client as a partnership where each should mutually benefit. This he claims is an approach very few recruitment firms adopt.

Asked on the importance of values, based on which the organisation works, Mr. Puri

said that their values are focussed on the progress of the candidate.

Candidates who approach Executive Access for a job not only get a placement but also other benefits like career advice and guidance in developing their career. These values, he added are candidate centric and also client centric.

He said that the employees too are trained to view every assignment from the candidate or client's point of view and this helps them build a good rapport with the customer and a strong sense of customer orientation.

To help employees develop this kind of attitude, Mr. Puri said the company is very careful when selecting employees and evaluates them on these values before hiring them. The employees are also given training on the job.

"The employees are ex-

pected to imbibe the values the business is based on and have a sense of pride in helping a client and candidate get exactly what they want", he added.

On the unique policies followed by the company like three-year replacement policy or performance accountability and how it has helped in building relationships with clients, he said that the company believes that relationship with the client is for the long haul, and such policies are a reflection of the company's level of commitment. The three-year replacement policy creates the bench strength for a position.

If the candidate selected for the job resigns, Executive Access will provide three candidates within a week for the company to choose for replacing the employee.

The performance accountability policy states that the

firm will get a part of its fee only if the client is satisfied with the candidate's performance for six months from the date of appointment.

Mr. Puri states that such policies help build a long-term relationship with clients and help to project the fact that the firm will not cut corners when it comes to recruiting.

Mr. Puri added that Executive Access also offers services to clients like SWOT analysis and management appraisals. This helps the client's business and most of the suggestions given post analysis are followed by companies.

Commenting on the future of the recruitment business, Mr. Puri said that there are a lot of changes needed which has not happened because of the arrogant attitude of those in the business. The changes he recommends include in-

crease in accountability and moving beyond just placing candidates to a broader role of a consultant or advisor to the client. On the quality of candidates across industries, he said that there is a paucity of high quality talent. He added that the present day candidates lack in the right attitude and the emotional quotient which are necessary to succeed.

To bridge the gap between what organisations need and what candidates lack, he said the educational system should be modified to teach students those skills and talents companies look for.

Talking of the future plans for the firm, he said that the company is looking to expand its operations and offer a wide range of services based on feedback from clients and also improve on the business.

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