

Optimizing Time-to-hire by 50% for Pentland Brands



About the Company

Pentland Brands is a leading UK-based sports and lifestyle retailer with iconic labels like Speedo, Berghaus, and Mitre. With operations spanning 190 countries and 21 offices across four continents, the company continues to lead through innovation and customer-driven design.

Challenges

- The need to drive global scalability through agile, tech-enabled operations
- Prolonged hiring cycles in saturated talent markets
- Difficulty in accessing top-tier, multi-functional talent
- Complexities in managing compliance and onboarding across regions

Prime Drivers

- Accelerate innovation through a strategic global talent hub
- Reduce time-to-hire and improve talent quality
- Build a future-ready workforce to support critical global functions
- Enhance speed, agility, and efficiency of business operations

GCC Overview

Location:
Bengaluru, India

90% Screening Accuracy

- **Workforce Impact:** 70% of global teams represented at GCC
- **Functions:** Technology, Product, Operations (Cross-functional)
- **Goal:** Strategic global hub to drive business innovation and scalability

4.5/5 
Candidate Experience Score

ANSR's Solution

ANSR partnered with Pentland to establish a full-scale Global Capability Center (GCC), achieving industry-leading outcomes, including 30-day hiring cycles, 90% screening accuracy, and a candidate experience score of 4.5/5.

By owning the end-to-end setup of the GCC, from talent branding and recruitment, to compliance and governance — ANSR enabled Pentland to seamlessly tap into a tech talent pool of over 2.5 million professionals.

Outcomes

70%
of the Global Workforce is made up by the Bengaluru GCC

50%
Optimized time-to-hire

2.5M+
Talent pool unlocked by ANSR

90%
Accurate profile screening