



SUCCESS STORY

How a Pharma Major Successfully Hired Across Multiple Geographies

THE COMPANY

Our client delivers on its commitment to all its stakeholders by providing high quality and affordable medicines across 80 plus countries. The company employs approximately 25,000+ employees with an annual revenue of US\$ 4B+ (~INR 35,000+ crores).

THE CHALLENGE

The company came to CBREX with recruiting challenges, specifically in hiring for niche skill areas and across multiple countries.

1. To hire in three countries across China, Africa and the European Union. This was a logistical nightmare for the company as it needed to engage scores of firms in each country and deal with multiple contracts and invoices.
2. To hire for niche skill areas, from small target populations, was extremely challenging especially given the seniority of some roles.
3. The locations were remote and, in some instances, without as much as public transport. This made hiring for these locations extremely difficult for the internal recruiting team.
4. The recruitment opportunities were restricted to individuals within an extremely narrow radius of 20 kilometers, which burdened the team with a unique set of challenges.
5. The scope of profiles was further narrowed to EU citizens with a minimum 2 year work visa.

DELIVERING SCREENED TALENT ACROSS COUNTRIES

The CBREX team diagnosed the company's current recruitment process to identify the bottlenecks. We on-boarded the company's team across various countries, covering Europe in the midst of the pandemic.

1. We assigned a dedicated platform evangelist to handhold the company's recruitment team as it began to post requirements on the platform and engage with a large number of talent sourcing agencies keen to fill the open requisitions.
2. The CBREX platform offered immense logistical ease; the company signed one single contract and received one single invoice as it worked with scores of firms across multiple geographies.

THE RESULTS

The company was able to fill a diverse range of positions across multiple countries. The company could purge its vendor list as now it did not need to deal with so many different talent sourcing agencies across countries.

CBREX was able to deliver all that the company wanted through one single interface. The company could engage with 5-6 recruitment agencies, all of which were curated and vetted by CBREX.

Further, the time spent on the sourcing process came down as now the company's recruiters did not have to spend hours explaining their requirements to various talent sourcing agencies, they could do everything through a single CBREX interface.

During the peak interview phase, the client recruiter spent on average just 20 minutes per day on the platform. This reduced the time spent to fill a position by 70% thus improving hiring efficiencies significantly.

The CV to interview ratio was 1:6 or higher across roles, much higher than the industry average.

Joining ratios were as high as 90%. This is significantly higher than the highest industry average, which tends to peak at 60-70%. 100% of the positions were fulfilled.

It is important to know that the company hasn't had to add to its recruitment team while dramatically scaling its output.

CBREX is proud to be the company's partner in Delivering Screened Talent at Scale.