



## SUCCESS STORY

# How A Pharma Major Easily Filled Positions Across its Hierarchy

## 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 a broad variety of positions, within an extremely narrow geography.

The company came to CBREX with four problems:

1. The company needed screened talent from machine operators, QC Chemists, R&D, regulatory to research scientists. Typically, the company would need to engage with a large number of talent sourcing agencies since no single vendor is equipped to deliver to such a wide variety of positions. Discovering an adequate number of good, screened profiles for the number of positions that needed to be filled and closures on these.
2. To hire for niche skill areas, the company needed to cast a wide net and therefore engage with a large number of talent sourcing agencies. Its current processes, however, did not yield the desired candidates.
3. The need for US Citizens/Green card holders meant the search had to be narrowed significantly; the existing talent sourcing agencies couldn't find relevant resumes to match the legal requirements.
4. The company offered lower than market rates although it more than made up through benefits. Since this did not seem lucrative at the face of it, attracting the right talent was a real challenge.

## DELIVERING SCREENED TALENT ACROSS COUNTRIES

The CBREX team diagnosed the company's current recruitment process to identify the bottlenecks, onboarded the company onto the platform effortlessly and delivered dramatic results in a matter of weeks:

1. Through well-planned email campaigns to attract new talent sourcing firms and by speaking with existing suppliers, we ensured a dedicated pool of quality suppliers. About 20 of these were curated for machine operators and 7-8 specialist talent sourcing companies for mid-to-senior positions in the pharma industry across geographies to understand their capabilities and primed potential talent sourcing companies on the opportunity at hand.
2. The CBREX platform afforded the logistical convenience of a single contract and a single invoice. 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.
3. The digitized supply of vendors resulted in more relevant resumes in a fraction of the time otherwise spent to fill any given requisitions and hence improved recruiter productivity
4. The CBREX platform evangelist helped the company recruitment team understand the various weekly MIS reports to derive actionable insights to improve the performance of the recruitment program.
5. The platform's screening process ensured striking results with closure rates that were as high as 1 candidate selected for every 4 profiles received.

## THE RESULTS

The company was able to fill a diverse range of positions from hourly workers (machine operators) to highly specialized R&D scientists.

The company could purge its vendor list as now it did not need to deal with so many different talent sourcing agencies as CBREX was able to deliver all that they wanted through one single interface.

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.

With improved selection ratios (1:4), the time spent on the interviewing process came down to one sixth the transaction time a recruiter would otherwise spend.

Further the platform was able to provide them with alternatives, which allowed them to fill some very niche roles in R&D by creating a pipeline of qualified candidates.

The company makes 6-7 offers per week, with a qualified processing pipeline of over 30 candidates at any given point in time. 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.