



About Otsuka

Since its foundation in 1921, Otsuka Pharmaceutical Co., Ltd. has been dedicated to creating and promoting new products and innovative solutions for better health worldwide. The company focuses on four specialty areas: neuroscience, oncology, cardio-renal, and medical devices. Otsuka Pharmaceutical currently operates three pharmaceutical companies.

The Issue

Otsuka needed to hire sales candidates quickly. The pharmaceutical company had 700 candidates apply for the positions. There was an extremely limited hiring window, only 45 days. The company did not have the time or the resources to interview all of the qualified candidates. The company needed an accelerated screening process. Lucy Abreu, Senior Talent Brand Manager for Otsuka said, "We had to hire sales candidates. We were able to assess their presentation and agility skills, and better identify top talent to move onto the next round of interviews."



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Senior Talent Brand Manager
Otsuka Pharmaceutical Development & Commercialization





The Solution

In order to screen candidates quickly, Otsuka needed a video service. They chose GreenJob One-Way. Otsuka receives volumes of resumes for sales positions. “GreenJob One-Way is an excellent way to start the process and to narrow down the candidate pool. It is a paradigm shift for the organization and for candidates, but the process for both sides was efficient, intuitive and overall, creates a ‘wow’ factor,” said Abreu. It was not only convenient for the company, it was easy and comfortable for the candidates, even those who were timid during interviews. Abreu said, “The candidates we surveyed thought the GreenJob One-Way interview was unique and user-friendly. Many used it as an opportunity to creatively showcase and separate themselves from the other candidates. For those who were a bit more camera-shy, they appreciated the ability to redo their responses.”



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The Results

Through the ease and efficiency of GreenJobInterview, Otsuka screened 97 candidates using GreenJob One-Way. Abreu said “GreenJobInterview definitely helped us through the rapid process to hire. We hired 8 sales people in an aggressive window in a much more flexible manner.” In the span of 45 days, the pharmaceutical company brought 15 in for surveys, made offers to 13 candidates, and ultimately had 8 acceptances from the candidates.

Seeing is Believing

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