

 **Customer insight**

NeoDerm enhances its career and succession planning helping it to retain key talent and promote from within





Retain and **promote** key talent

Neo Derm has become a major force in its market place within a relatively short space of time. But the company's management team knows that the future strength of the company depends on its people. The competition for talent in this sector is fierce and since there's a limited talent pool, retaining valuable talent is very important.

As Neo Derm has expanded, employee retention and succession planning has become more crucial. However the existing HR systems were fragmented meaning that succession planning was not sufficiently systematic and there was a lack of easily available data when considering candidates for promotion.

Externally provided training was difficult to track making it hard to see who had benefited from skills development and who had not. Also, the company had not yet established a competency assessment model which allowed for standardised comparisons across candidates for promotion purposes. These challenges were amplified by the fact that Neo Derm's existing HR systems were not linked to each other imposing a severe administrative burden whenever management reports were required.

Setting the scene

Neo Derm is a leading provider of medical aesthetic solutions. Based in Hong Kong the company distributes and sells clinically proven technology, equipment, products and beauty treatment services.

From modest beginnings in 1997 Neo Derm is now one of the largest players in the medical aesthetic industry with a turnover of around HK\$500 million. Under the visionary leadership of its founder and Managing Director Mr Lim Meng Tang, the company has enjoyed an annual growth rate of 40-50%.

Today the company employs over 600 people, operates 14 treatment centres in Hong Kong and mainland China and markets an array of renowned brands including but not limited to Dermes, Reenex, Elyze, Bioderma, Bicelle, Exuviance, Neo Strata and SkinMedica.

Inspiring solutions

Neo Derm needed a solution to support effective talent management across the business. As Elaine Kong, HR Manager of Neo Derm says: "Our main challenge is the limited supply of high-calibre talent from which to recruit. An integrated talent management solution will help us identify capable individuals among our employees and manage their readiness for promotion."

The chosen system needed to be easy to use, rich in its reporting and analysis functions and have a skills and competency module that would allow senior management to recognise potential in employees early and also identify any skills gaps that needed to be addressed. It was also important that the system could help employees manage their own profiles, keeping the administrative burden low.

Neo Derm considered several possible solutions before selecting Lumesse*.

"We were swayed by the value offered by Lumesse and its outstanding product features in HR metrics and graphic reporting," says Elaine Kong. "Its capability in providing secure in-house data storage and server maintenance was also very reassuring."

Implementation of the system went smoothly, aided by the senior consultant who oversaw the entire project. "We had strong communications with a single local consultant throughout," Elaine Kong comments. "It made a big difference not just to the successful execution of the project. He made excellent suggestions and shared best practice from other projects with us."

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Neo Derm

Fantastic outcomes

The Lumesse solution gives Neo Derm a powerful tool for compiling employee assessments and reviewing competencies and functional skills. Gifted individuals can be identified earlier on in their career paths and the system provides a platform for creating development plans and enables HR and line managers to fully plan role succession.

When it comes to promotion, managers can compare information on candidates from different systems - something not previously possible without major administrative efforts. And employees can now see exactly what they need to do to achieve the skills and capabilities required by any role, putting them in control of their own development.

Because the Lumesse solution is automated, fully integrated, web-based and multilingual, employees can also use the self-service function to update their information any time and from anywhere, greatly reducing administration for the HR team and line managers.

Ease of use and ease of reporting are making the Lumesse solution an invaluable tool across Neo Derm's business.

The wide variety of reports allows easy monitoring of employee development and instant identification of problem areas where actions such as training may be required.

As Elaine Kong summarises: “The solutions allow us to produce management reports instantly; and to look at a specific candidate from different perspectives. With new initiatives planned that will put electronic appraisal in place and combine information derived from competency assessments, skills gap analysis, job knowledge and training history, we see the integrated platform as a critical step towards truly strategic talent management.”

The company has already rolled the system out to all managers and staff in Hong Kong and is considering extending it into its mainland China operations. On the strength of the success so far, Neo Derm is also contemplating the purchase of other Lumesse solutions, particularly those that will help them improve the recruitment process.



In brief

Solution: Talent Management

- HR Management
- Performance Management
- Skills & Competency Management
- Career & Succession Planning
- Learning Management

Industry: Medical
Country: Hong Kong
Employees: 600

Neo Derm's ability to develop the full potential of its employees was hampered by insufficiently powerful and unconnected HR systems. It wanted a state-of-the-art talent management and career development solution that would allow it to retain and empower its employees.

Lumesse put in place an integrated Talent Management system that is automated, web-based and easy to use - both for the line managers and

for the employees via the self-service facility. Reporting and succession planning right across the business is easier than ever before.

The Lumesse solution enhances the effectiveness of the company's career and succession planning helping it to retain key staff and promote from within. This talent and experience within the company stand in good stead for the future, backed by intelligent reporting to improve decision-making.

About

Lumesse is the only global company making talent management solutions work locally. We help customers around the world to implement successful local talent management initiatives that identify, nurture and develop the right people, in the right place, at the right time. Our multi-cultural background and presence means we understand how to deliver talent solutions that work the way our customers work, as individuals and as teams, because no two people, organisations or cultures are the same. We regard differences as strengths, not as obstacles.

1,700 customers work with us in over 70 countries because they recognise that commitment, innovation and value only come from people. We help customers to unlock and inspire that human potential in their businesses. Our integrated talent management solutions are comprehensive, intuitive, secure and fully internationalised into over 50 languages.

We have Lumesse offices and partners in more than 40 countries, covering EMEA, the Americas and Asia-Pacific. To find your nearest office and talk to someone who speaks your language, visit:

www.lumesse.com/get-in-touch



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