

Dramatic Success providing native Japanese language support – even against long odds



BACKGROUND

International leader in ridesharing and delivery services

CHALLENGE (PRE-COVID):

The client's rapid expansion into Asia required comparably rapid expansion of their multilingual CX support capacity. Cultural and economic factors conspired to greatly complicate this process in the case of Japanese language support.

Specifically, the Japanese market demands native speakers, but the economics inherent to hiring in Japan proper – where the largest selection of native speakers can be found – appeared prohibitive.

Everise CX sought to address this challenge by first, recruiting Japanese expats living near the company's multilingual hub in Kuala Lumpur, Malaysia; and second, recruiting individuals in Japan to accept positions in Malaysia, relocating to join the Everise CX team there.

While both are challenging, the latter presented the higher hurdle.



Ana the
chatbot



Everise Hiring Truck

STRATEGY:

For obvious reasons, our strategy must also be divided into that which was employed before Covid and after.

Pre-Covid, a multi-faceted approach to native Japanese recruitment was launched, focused primarily on expats living in Kuala Lumpur, and secondarily on offshore hiring.

- A "Hiring Truck" was deployed to the areas where most Japanese expats reside and spend time in Kuala Lumpur.
- The recruitment team's incentive structure was improved and made more outcome oriented.
- Recruiters extensively posted to Asia's top-rated job boards.
- An aggressive employee referral program was launched.
- Airfare and moving expenses from Japan to Malaysia were paid for, as was professional assistance in completing visa and immigration paperwork.
- Several high-end condominium units were rented and made available to new arrivals, allowing them to comfortably find permanent housing.
- All positions were offered on a no-bond basis, meaning, new hires could quit at any time without consequence, as opposed to our competitors, which levied heavy contractual penalties for leaving early.
- An AI-powered onboarding bot, named Ana, was deployed to guide recruits through the journey in a way that greatly improved retention.

Because Japanese culture emphasizes lengthy – often year-long – deliberation when contemplating career changes, a powerful message was developed stressing the overwhelming benefits of prompt action. These included an unambiguous explanation of the benefits of Malaysia's exciting culture and markedly lower income tax rates and cost of living, positioning of BPO as a potential long-term career direction with this as a solid first step, as well as expressing the urgency of free English training offered to new recruits, on a limited basis.



CHALLENGE (POST-COVID):

With the arrival of the global pandemic, two oppositional factors came to pertain.

First, the client's service instantly went from important to essential for millions – particularly in Japan where strict lockdowns were instituted – resulting in a sharp increase in demand for the client's service and native language support.

Second, travel restrictions precluded importing new hires from Japan, seemingly cutting off our supply of new workers.

STRATEGY (POST-COVID):

To meet the client's steep and urgent ramping requirements despite the circumstances, Japan home-based work was established, with the understanding that for most, transfer to Malaysia would be an option following the pandemic. Also, a dedicated recruitment office was established in Japan, which provides our recruiting team with a vital, additional degree of credibility.

UNPARALLELED PARTNERSHIP:

Our innovative and agile approach to client management has made us a valued and trusted partner.



"I'm very pleased with the flexibility, how they've shown innovation. When I talk innovation with other vendors, they talk about technology. That's fine, but with Everise, they talk about recruiting and training. **That's novel.**"

Global Head of Outsourced Partner Management

OUTCOME:

The results surpassed all expectations.

From the onset of the engagement, into the pandemic and to this day, training throughput has consistently exceeded 90%, which is best in class for the industry. All headcount goals have been met, with classes of several dozen graduating monthly.

The client responded by offering many new lines of business, which Everise CX has smoothly integrated, while continuing to solve all operation and staffing challenges.

Today, Everise CX handles 65% of the client's incoming Japanese language support needs, consistently ranking at the top of all vendors for every KPI.

Everise CX has learned many critical lessons vital to the kind of successful native Japanese language support that dynamic firms need today, when doing business in that part of the world.

65%

Client volume management

#1

Vendor for KPI Achievements

90%

Home-based agents

2-3%

Attrition and Absenteeism

