

CASE STUDY

Global Recruitment for Contact Center Expansion

Pharmaceutical companies expanding Contact Center services in global markets require a vendor partner to quickly recruit highly qualified individuals in locations around the world. See our case study below for more information.

Background

Med Communications was providing Medical Information Contact Center service throughout the Americas region for a large, global pharmaceutical industry client. The client asked Med Communications to expand service to the APAC and EMEA regions.

Challenge

Med Communications already had deep experience providing Medical Information Contact Center service in the local languages in EMEA for other clients, and some experience in APAC. This service expansion in APAC required the successful recruitment of Mandarin and Korean speaking pharmacist Medical Information Specialists (MISs) to support customer inquiries in China, Hong Kong, Taiwan, and South Korea. All MISs needed to speak English as well.

Engaging and hiring talent in China and South Korea differs significantly from traditional EMEA or Americas recruitment processes. Candidates in these regions typically operate within localized talent ecosystems and platforms that are less accessible to Americas-based or Europe-based HR and recruitment teams. In addition, requiring professional proficiency in two languages along with the necessary pharmacist experience and customer service skills made these candidates more difficult to identify and recruit.

Solution

To address this challenge, Med Communications leveraged existing recruitment automation alongside our global, in-house team of former agency professionals with extensive experience in international hiring, including hard-to-reach markets. Med Communications has invested in best-in-class, modern recruitment platforms that provide differentiated benefits compared to traditional tools by enabling access to broader talent pools, automating outreach, and accelerating candidate identification and engagement.

Business Impact

Med Communications successfully hired and trained all the required MISs according to the project plan's timeline, including Mandarin-speaking and Korean-speaking MISs. All MISs are experienced bilingual pharmacists. As a result, Med Communications successfully met our client's expectations and achieved a high-quality, on-time Medical Information Contact Center launch in the APAC and EMEA regions.