

Neo Derm

Integrated talent management platform gives growing company a competitive edge

Business challenge

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.

Solution

StepStone 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.

Results

The StepStone 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 it in good stead for the future, backed by intelligent reporting to improve decision-making.

Their Business

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.

Their Challenge

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, as such, 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



Solution:	ET Web
	<ul style="list-style-type: none"> • HR management • Performance management • Skill and competency • Career and succession planning • Training and development • Organisational charting
Industry:	Medical aesthetics
Country:	Hong Kong
Number of Employees:	600

“ We were swayed by StepStone’s value and its outstanding product features in HR metrics and graphic reporting. Its capability in providing secure in-house data storage and server maintenance was also very reassuring.

Elaine Kong, HR Manager, Neo Derm



