



Nissan uses Yobs to develop 1,000+ employees remotely while increasing their satisfaction & retention.

CASE STUDY

THE CHALLENGE

Transform their talent development and succession planning process by making it less time-consuming, unbiased, and adapted to remote work. Improve the diversity and transparency of promotions and opportunities.

THE OUTCOME

Nissan digitalized their process with Yobs, streamlining the entire process while making it fairer. This helped Nissan better retain and develop 1,000+ employees while saving the company over \$4M USD.

OVERVIEW

- Nissan Motor, with over 130,000 employees, is one of the **leading** automobile manufacturers in the world.
- Every year, as part of its talent development and succession planning process, the company **evaluates 1,000+ senior managers globally on their behavioral and leadership attributes**. Yobs and Nissan started collaborating in 2020 to make this process **unbiased, remote/digital, and scalable** in light of COVID.

PROBLEM

- Before using Yobs, the **1,000+** managers had to be flown into the HQ once a year to do a 360-review. This required significant **time and effort** on the managers' side, 3 days of **lost productivity** each, and a high **6-figure travel budget**.
- Due to the global scope of their workforce, Nissan also needed an assessment that accounted for **cultural differences** compared to their internal assessment, which was North America-centric and often scored European or Asian candidates low.

SOLUTION

- Nissan worked with the Yobs team to configure adequate questions and **standardize** its process with our video-based leadership assessment. They were able to deliver it **remotely** and managers were able to take it on their own time, **streamlining the process** significantly.
- The Yobs API delivered the video interviews as well as an initial **report** on the soft skills, personality, and leadership traits of each manager within hours of each digital interview.

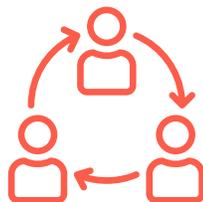


RESULTS

- **Major savings of cost and time:** Nissan’s talent management team saved close to seven figures in travel expenses, and got back 3,000 working days from senior managers, equivalent to another \$1-3M USD annually, for a total of **\$2-4M USD in estimated savings**.
- **Easier remote collaboration across teams:** The talent management team and leadership were able to seamlessly collaborate across offices and time zones on each employee’s video interview and assessment report thanks to Yobs. Using Yobs **facilitated collaboration** at a greater scale than pre-COVID, remotely, and **reduced bias** in the talent decisions made about each employee.
- **Higher employee NPS:** The managers showed high satisfaction ratings thanks to the fast process and ability to complete the assessment on their own time, from the comfort of their home office.



4M USD IN OVERALL ESTIMATED SAVINGS



- + PRODUCTIVITY BY HAVING A REMOTE PROCESS
- + CULTURAL DIFFERENCE ACCOUNTABILITY



- + CANDIDATE PIPELINE FOR LEADERSHIP ROLES
- EMPLOYEE CHURN



+ EMPLOYEE SATISFACTION