

## TCMH: Driving Human Capital Management Initiatives Forward with SAP® SuccessFactors® Solutions

As one of the largest family conglomerates in Malaysia, Tan Chong Motor Holdings Berhad (TCMH) began as a car distributor in the 1950s. Having served Malaysia for over three decades, TCMH has since spread its wings into regional automotive markets like Vietnam, Cambodia, Thailand, Myanmar, and Laos. To strengthen its foothold as an industry player, the company looked for an integrated human capital management (HCM) solution. The ideal HCM solution would unify recruiting efforts across business units, covering internal and external talent pools, and offer insights into performance management to develop the next generation of corporate leaders.

TCMH selected the SAP® SuccessFactors® Recruiting and SAP SuccessFactors Performance & Goals solutions to accelerate its strategic HR initiatives. Employee affinity has continued to grow as career paths and location options have been made clearer and more accessible. The second phase of the project will include a rollout of the SAP SuccessFactors Succession & Development and SAP SuccessFactors Compensation solutions to further execute TCMH's HR strategy. With continued recruitment and development, the company can be assured of having access to prospective resources to support new opportunities, even in uncharted territories.



# TCMH paves the way for future leaders to emerge

## Company

Tan Chong Motor Holdings Berhad (TCMH)

## Headquarters

Kuala Lumpur, Malaysia

## Industry

Automotive

## Products and Services

Assembly, distribution, after-sales services, and motor-related financial services for Nissan and Renault

## Employees

10,000

## Revenue

RM 4.76 billion  
(US\$1 billion)

## Web Site

[www.tanchong.com](http://www.tanchong.com)

## Objectives

- Identify “bench strength” to address leadership and knowledge gaps the company will face in the years ahead
- Elevate HR’s contributions from administrative and transactional to strategic with measurable business impact
- Improve the company’s competitive position by attracting and retaining talented individuals through compelling career opportunities

## Why SuccessFactors, an SAP company

- Flexible module rollout that supports prioritized initiatives
- Consumer-like interface for employees that is intuitive and quick to learn
- Dedicated time with SAP specialists to ensure a smooth rollout

## Resolution

- Deployed the SAP® SuccessFactors® Recruiting and SAP SuccessFactors Performance & Goals solutions
- Implemented internal performance management and external recruitment to grow the talent pipeline

## Benefits

- Centralized recruiting, facilitating collaboration and eliminating competing offers between business units
- Streamlined internal posting and employee referral process
- Streamlined applicant data collection and seed recruiting to become a shared service

## Reduced

Recruiting expenses and downtime

## Accelerated

Execution of HR initiatives

## Increased

Retention rate for talent across the company

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“As much as this has been a technology-driven partnership with SuccessFactors, an SAP company, I also enjoy working directly with their team because of their innovative approach and domain expertise in the field of human resources.”

Derrick Khoo, Senior General Manager of Human Resources, Tan Chong Motor Holdings Berhad (TCMH)

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