

As part of promotion of diversity management in Coca-Cola Bottlers Japan Inc. Recruitment process is going online this year

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) is introducing a new approach in recruitment and going online to recruit new graduates and mid-career talents.

We are switching the first and second in-person interviews to online, and ask candidates to come the office only for the final interviews so that they can see the atmosphere in our company.

We are embracing diverse values and ideas based on the CCBJI Group’s new corporate philosophy “Paint it RED!”, and promoting diversity management to develop cultures where every individual can take on new challenges. Taking also into account the following advantages that the online interviews can provide, we are starting online recruitment process to engage more diverse talents.

Recruitment this year will be proceeded following the process below.

<Online interview overview>

- 1st interview: Recorded interview
 - 2nd interview: Online interview (Live)
 - Final interview: Face-to-face interview
- ※ Depending on the situation of the novel coronavirus infection, interviews may be conducted online.

<Advantages>

- It reduces burden of traveling on students who live far in Japan.
- It enables recruiting students in overseas.
- It reduces the costs of recruitment activities by eliminating traveling costs of personnel in HR.



Second interview

We have always considered it as one of our important corporate management strategies.

We will continue to build and maintain an open and welcoming workplace environment that embraces the diverse individual traits of each and every member of our workforce. We also firmly believe that it is our responsibility to provide opportunities for all to perform the best of their ability, regardless of their gender, age, nationality, physical capacity, sexual orientation or any work-related constraints they may have due to personal reasons.

We intend to live up to the high governance standards expected from the winners of this prestigious award with an aspiration to promote diversity management even further as the driver of transformation, innovation and value creation as well as the enhancer of our competitiveness.

< Reference material >

【Initiatives to promote diversity management】

◆ Establishment of CCBJI group's new corporate philosophy

CCBJI introduced a new corporate philosophy and related mission, vision and values that reflect input gathered from members of its workforce in employee engagement surveys and town-hall meetings as well as through other internal communication channels.

By setting a mission to “deliver happy moments to everyone while creating value”, laying out a vision to win in the market by becoming the preferred partner of all customers, and defining a set of common values as the principles that guide employees in their everyday actions, CCBJI places great importance on learning, agility, having a results-oriented mindset and integrity.

◆ Formulation of an updated people strategy

CCBJI's people strategy is organized under the key strategic pillars of Optimize, Acquire, Develop, Grow and Retain. To support this strategy, CCBJI is implementing initiatives to build a diverse and inclusive workplace environment that offers opportunities for all employees to perform to the best of their ability and contribute to creating value.

◆ Accelerated development of talent

The company adopted “Fast Track” approach to build an evaluation system that promotes and rewards employees at their own pace of development rather than a fully seniority-based system. This performance evaluation system serves as an engine to motivate employees to deliver results and make faster progress according to their individual career development plans and lifestyles.

◆ Efficiency improvements across functions drives results

CCBJI is accelerating its business transformation by introducing digital tools across the organization, including for customer management and performance tracking. For example, in order to help drive better marketplace execution, salespeople are equipped with tablet-type salesforce automation tools that allow sharing of real-time account-level data and sales performance with other team members.

The ability to manage and share data remotely allows salespeople to go directly to the market and directly back home after work without spending time in office for routine desk work. This efficient work style helps to more evenly balance the workload across teams and allows for more time to respond to pressing business needs.

Sales teams have been able to increase the average number of contacts with new and existing customers per day, while reducing total average working hours per day by 13.48%. This improved efficiency is contributing to Company performance and also allows employees to maintain a healthier work-life balance.

◆ Building career opportunities and a working environment for employees with disabilities

CCBJI has created a dedicated team to recruit people with disabilities, which is staffed with coaching experts who can provide guidance to leverage employee's strengths and encourage them as productive team members.

The company is also an active supporter of para-sports, and currently employs four competitive para-athletes. Management considers appropriate work duties within a flexible schedule that allows sufficient time for physical and mental training for these top-level para-athletes to excel in their respective sports. The company is committed to providing a career path to these para-athletes even after their sports careers have come to an end.

◆ **Promoting an open-minded corporate culture that welcomes different opinions across functions**

Various functions across the company have introduced employee-incentive and award programs. For example, we have introduced a program called I-Card that encourages employees to submit ideas, no matter how small, to improve their working environment, reduce costs, improve efficiency, propose direct solutions to current business issues, promote cross-functional collaboration and improve the service quality and productivity of field operations.

In 2019, approximately 67,000 I-Cards were submitted by employees across the company, which clearly demonstrates how well this program has become embedded in the workplace and reflects an open-minded culture that welcomes different opinions and ideas regardless of who they come from.