LABUR

Salesforce Implementation

12,000+ User Salesforce Implementation and Customized Training for Global Employment & Recruitment Company

Digital employment and recruitment company gets Salesforce implementation and training to streamline global backend systems. LABUR course-corrected the project to deliver business requirements on time and under budget while also providing training to leave the client in a better current and future state with their CRM and other systems

Client Profile

With a presence in approximately 55 countries, including key markets in North America, Europe, South America and the Asia-Pacific region, the client offers online recruiting solutions globally.

Through online media sites and services, the client delivers audiences to advertisers. With a local presence in markets in North America, Europe, South America and Asia, the client works by connecting employers with job seekers at all levels and by providing searchable jobs and career management resources online. Additional services and solutions include searchable job postings, resume database access, recruitment media solutions, and other career-related content.

Business Challenge

When LABUR took on the project, it was over-budget and one year behind schedule. The estimated total costs associated with the delay and the current state of the project was $1.5M to the client.

Project Overview

LABUR implemented and configured Salesforce Sales Cloud, Marketing Automation, Quotes and Order Entry, Service Cloud and Customer and Partner Portals. LABUR consultants also integrated the backend Accounts/Products/Orders, Custom Visualforce Pages, Request for Information, Apttus, Computer Telephone Integration (CTI),

Chatter, and Data.com. Architecture framework was also put in place to classify and rate backlogged user stories. Working with vendors, including Salesforce, Apttus, and Cloud Sherpas, LABUR ensured acceptance criteria was clear, and that the development, code review, and the refactoring of test scripts was done correctly and to business requirements.

Delivered Results

LABUR revealed weaknesses within the organization, and was able to resolve architecture and coding issues and then transfer that knowledge to internal staff.

In addition, LABUR set up a role of hierarchy, user profiles, record types and page layouts to accommodate different client groups, company divisions and Salesforce user groups who needed secure access to unique data sets and page views.

- Successful data migration and integration between Salesforce, legacy, and backend systems

- Technical and solution architecture was provided to debug coding

issues, the knowledge transfer of which left the client in a better current state with the ability to troubleshoot their CRM and other systems more independently in the future

- Improved leads, contacts, accounts, and other business operation functions to provide real-time reports and dashboards of activity

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