

Case Study

How Infojini Helped its IT Client Hire Top Salesforce Talent for an Implementation Project?



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The Challenge

One of our IT clients in California with multiple service delivery centers across the US was looking to digitize its marketing and sales processes using Salesforce implementation. The client needed developers, consultants, architects, and administrators that could use the iterative scrum approach for the implementation. The client was specifically looking for resources with knowledge of Lightning, Heroku, and Fuel.

Since the Salesforce demand far outweighs the current talent pool, our client was finding it difficult to get the implementation project up and running. As the traditional job boards and technology platforms weren't suffice to meet these needs, the client was looking for local recruiting expertise and an innovative sourcing solution that could help them reduce the time-to-hire.

Infojini's Solution

Infojini utilized its dedicated emerging tech recruitment team, direct sourcing platform, and referral marketing strategy to source quality Salesforce developers that had worked on similar projects. These were some of the processes that we followed.

1) Exclusive Referrals from Our Direct Sourcing Platform: We used our proprietary direct sourcing platform TalentDome to get referrals from silver & bronze candidates with experience in Salesforce. Since TalentDome uses candidate-matching algorithms to target relevant talent on the platform of their choice (email, social, and more), the engagement rate was more than 40%. We were able to get 14 referrals from this platform out of which two resources were hired.

2) Mobilizing Local Recruiter Network in California: We mobilized our local recruitment team in California which was complemented by our emerging tech team. Apart from utilizing pre-vetted talent pools, the team used local meet-up groups to schedule qualified candidates for interviews. Some of the groups that we used were

- Los Angeles Salesforce Developer Group
- SFV Salesforce Admins
- Lightning Developers Forum
- Salesforce Einstein Enthusiasts etc.

Infojini's Solution

3) Multi-tier Recruitment Marketing Strategy: We leveraged our existing social media networks and careers page to get referrals from candidates. We also used our recruitment marketing tool to automate job openings and targeted internal employees on our candidate management portal.

Our digital marketing team also ran PPC ads on LinkedIn with a defined budget. This comprehensive strategy helped us get 23 referrals out of which 5 resources joined the client site within the next two months.

Results

- 9 Developers, Consultants, and Architects hired
- 11 passive resources added to our pipeline for future requirements
- Reduction in time-to-hire by 20% (when compared to traditional metrics)

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