

Totaljobsgroup Recruits salesforce.com to Maximize Sales Effectiveness



“The great thing about the AppExchange is that we can download an app trial it, and choose it. There’s no complicated purchase cycle, no programming, and very little integration. We can be productive on a new application extremely quickly.”

— Andy Weight
Group Client Services Director

Industry

Recruitment Services

Geographies

UK

Challenges

- ❑ Up to 40 percent annual organic growth was outpacing the capability of the existing contact management system
- ❑ Minimal control over sales processes
- ❑ Lack of real-time reporting
- ❑ Difficult to conduct ad hoc reporting
- ❑ Localized business-to-business marketing was a considerable challenge
- ❑ System placed a heavy burden on management time

Solution

Totaljobsgroup deployed Salesforce SFA, AppExchange Builder, The AppExchange, and Salesforce Sandbox to 205 staff in the UK to create single view of customers and prospects.

Results

- ❑ Systems customization is considered quick, effective, and satisfying
- ❑ Seamless integration with Oracle Financials back office system to create a unified order management system
- ❑ Created 5,000 leads every month
- ❑ Revenue generated via the Web to Leads functionality
- ❑ AppExchange eliminates complicated application purchase cycle, programming, and minimizes integration effort
- ❑ Salesforce Sandbox allows team to test new customizations, install new AppExchange applications, and test other integrations in a risk-free environment
- ❑ Implemented in six weeks
- ❑ Deployment so successful parent company is also now implementing Salesforce

When the leading UK online recruitment company Totaljobsgroup found its contact management system needing replacing, it recruited salesforce.com. Together, Salesforce SFA, the AppExchange Platform, and Salesforce Sandbox are helping Totaljobsgroup eclipse its aggressive sales targets and capitalize on every new business opportunity.

More jobs, from more customers, across more industries

One in three of all UK job seekers use Totaljobsgroup. The online recruitment company carries more jobs, from more customers, across more industries than any other commercial recruitment website in the UK. Generating a job application every six seconds, Totaljobsgroup is owned by Reed Elsevier, a FTSE 100 company, and the world’s third largest internet business.

Totaljobsgroup’s growth has been relentless. Five years ago, the company employed five staff—today it is 270. The company is experiencing 40 percent annual organic growth. Only the sales management system was holding the company back. Totaljobsgroup was relying on a standalone Maximizer contact management system to identify, target and acquire customers and according to Andy Weight, Group Client Services Director, the Group had outgrown the capabilities of the system

“We had too little control over our sales processes,” he explains. “There was minimal real-time reporting, we couldn’t report very easily on an ad hoc basis and the localized business-to-business marketing was a considerable challenge. Overall, the system placed a heavy burden on management time.”

Easy to integrate and flexible

The decision to use salesforce.com was the result of careful analysis of the available options. Totaljobsgroup needed a solution which was easy to integrate, flexible and that could be used at remote locations. Following an initial deployment of salesforce.com’s Professional Edition, Totaljobsgroup recently upgraded to Unlimited Edition for 205 users. “A client/server system simply didn’t make financial or practical sense. Salesforce.com meanwhile had all of the functionality we required, and it was easy to customize ourselves without IT input.” “We looked at Siebel and Oracle CRM, but it was clear that salesforce.com had a clear edge in terms of functionality, ease of use and market penetration.”

Salesforce SFA was implemented in six weeks, with the bulk of this time devoted to cleaning and de-duping data. Once the cleansed data had been compiled on an Excel spreadsheet, the transfer from Excel to Salesforce took just over an hour. “We were really impressed with how quickly and easily the data on our initial 40,000 companies was transferred,” commented Weight.

Using AppExchange Builder, Weight and his team has undertaken a considerable amount of customization of the system—and their experience has been quick, effective, and satisfying. The Opportunities module, for example, has been customized to become one, comprehensive opportunities, contracts, and billing system. This system has been integrated with Totaljobsgroup’s Oracle Financials back office system using AppExchange API to create a unified order management system. “This order management system will eventually replace our proprietary contracts system,” he adds.

Web to Leads pays dividends

Salesforce is also at the heart of Totaljobsgroup’s marketing strategy. Previously, the marketing team focused on direct mail and public relations as a means of targeting new customers. The company now concentrates its efforts solely on online marketing—and the Web to Leads functionality on Salesforce is paying dividends. “We send a personalized email out to prospects and there are fields in there for them to fill in. When they submit the form back to us, the Salesforce system is automatically populated. Right now, we’re creating up to 5,000 leads every month for our sales teams to follow up.”

“I would recommend Salesforce.com to any organization looking for a cost-effective, fast, and automated CRM system.”

— Andy Weight
Group Client Services
Director

When he's not browsing the AppExchange, Weight is playing in the Salesforce Sandbox, which became available when Totaljobsgroup upgraded to Unlimited Edition. The Sandbox is a separate Salesforce environment which allows the team to test new customizations and features—such as the Contracts system—install new AppExchange applications, and test other integrations. “Last year, we had to migrate 90,000 account records in the live Salesforce environment, which is a scary prospect. The Sandbox takes the risk out of projects like that. With the clone of our production environment, mistakes don't matter so much.”

He concludes, “I would recommend salesforce.com to any organization looking for a cost-effective, fast, and automated CRM system.”

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

The Americas

The Landmark @ One Market Suite 300
San Francisco, CA 94105
United States of America
1-800-NO-SOFTWARE
www.salesforce.com

Japan

Ebisu Business Tower 18F
1-19-19 Ebisu, Shibuya-ku
Tokyo, 150-0013
Japan
+81-3-5793-8301
www.salesforce.com/jp

Asia/Pacific

Suntec Tower Two
9 Tamasek Tower
Singapore, 038989
+65-6302-5700
www.salesforce.com/au

Europe, Middle East & Africa

Ch. de la Dent d'Oche 1B
1024 Ecublens
Switzerland
+353-1-2723-500
www.salesforce.com



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