



“We could have used a competitor and had a very average experience and made \$200mm per year. We didn’t want average. We want to build a \$1b business and Salesforce + Asymb1 is the platform to help us achieve that.”

Michael Butts
Chief Executive Officer



Burtch Works

Challenge

Revolution 4.0 (Burtch Works) aims to disrupt the staffing and recruitment industry by focusing on a digital first approach which will allow their employees to focus on high value activities

Rev 4 leverages the massive amounts of data in their database to provide an annual salary guide that is tailored for roles in the Data Science and AI field - having this stored natively in Salesforce enables Rev 4 to generate their annual salary report to more effectively manage their lead generation activities

Solution

Leveraging the Salesforce and Asymb1 ATS, Revolution 4.0 was able to leverage purpose built products at the employee level to help manage their overall costs while driving a high ROI for each user in the company by leveraging licenses based on the needs of their employees

Managing their entire business in Salesforce enables them to effectively execute on their digital first strategy by providing their customers with full visibility into their relationship via the Experience Cloud

Storing their proprietary salary data in Salesforce allows them to quickly share Salary Data with clients and generate new business and candidate leads in a unique and effective manner

-  Sales Cloud
-  Service Cloud
-  Experience Cloud

ASYMBL
ATS