



## HR workflow automated for a top software vendor

*A manual HR process is automated with Salesforce, benefitting the company and its job applicants.*

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### **The client**

The client is among India's top software vendors, with a presence in USA and Germany. They needed an HR system to streamline operations of the HR department.

### **The challenge**

The HR department processes approximately 100 candidate applications a month, and shortlisted candidates go through 3 interview stages of interviews, held by a panel of interviewers.

The issues to be addressed included:

- High volume of resumes to be processed
- Easy tracking of the candidate's progress at any point of time
- Picking the appropriate interviewer
- Effective communication to candidates about timing/ re-scheduling of interviews
- Reducing paperwork
- Simplifying decision making

The client wanted to automate routine tasks like sending mails, so that HR executives could focus on essential tasks. Some of the requirements were:

- Monitoring the interview process and status of interviewer, including feedback from the interviews, and next steps
- Enabling report driven statistics and decision making
- Web candidate registration
- Keeping track of Consultants/ Referrers
- Make system intelligent enough to assign interviews to appropriate interviewers

### **The solution**

A smart and efficient HR system was developed, along with a cloud friendly application. The salient features were:

#### **Notification system**

The candidate and interviewer were notified about the scheduled interview. Emails were sent out, and an SMS notification delivered 10 minutes before the scheduled interview was to start.

#### **Referral management**

Employee referrals were kept track of, as were the consultants who recommended candidates.

### **Website Integration**

Candidates were able to register directly from the client website, and their details were uploaded into the Salesforce system, which kicked off the recruitment workflow - parsing the resume and scheduling an interview if found suitable.

### **iCal Integration**

An iCal invitation is directly generated for the candidate - allowing them to add it to their calendar to keep track of the scheduled interview.

### **De-Duplication**

Candidates who applied for the same position again were filtered out at the time of registration itself.

### **Employment Process**

As a part of recruitment process, candidates who were approved for employment were converted to employees. Details related to accounts, etc., were collected to make the entire process paperless.

### **Reports and Dashboards**

Heavy Reports and Dashboard instances enabled the top level management to not just get a quick snapshot of the recruitment process, but also to understand which recruitment campaigns were successful and to what degree.

### **The results**

With the implementation of the Cloud HR application, resource utilisation was maximized, and quick responses to changing market scenarios were made possible. Both the client and the candidate benefited from the streamlined recruitment process. The major gains were:

- Direct and seamless integration with client's website, with direct registration for the current openings made possible
- Easy notification sending for routine tasks like birthday reminders and employee resignations
- Business workflows managed using the native Salesforce workflow engine, as well as customized solutions to match client requirements
- Management gets the latest version of dashboards created to keep a track of the recruitment status

### **Customer Feedback**

*"Salesforce experts in my team gave the Human Resource function an excellent tool. The system was capable of managing candidate registration, selection tests, scheduling multiple rounds on interviews, responses to the candidates and interviewers at all stages, and induction. The interactive dashboard has been an excellent tool for management information."* – HR Director, Client

**Candidate Feedback**

*“They managed the recruitment drive very well. Timely notification for the interview was send via SMS. That was followed by a technical and HR round, and they all happened on time. I also got immediate feedback as to the next steps after the interviews were over.” – Technical Candidate*

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