

EMPAUA



socialbee



Customer Success Story



SocialBee- Customer Success Story
EMPAUA Germany



Overview

About the company

Social-Bee is a German social business/enterprise that operates in Munich and Stuttgart, mixing social responsibility with entrepreneurship to improve the world. Their goal is to integrate refugees and migrants into the German labour market and, hence, into German society. In essence, Social Bee has developed the idea of a 'nonprofit temping agency. They employ refugees and asylum-seekers, hiring them for temporary work with partner companies. All income is used to support their salaries and provide additional training, such as language support. The ultimate aim is that the temporary worker transfers over to the partner company as a permanent employee.

Company

socialbee



Industry

Social Enterprise

Sector

Non-Profit

Salesforce
Solution
Implemented

Sales Cloud

Customer Challenges

Make the internal CRM system scalable

Social-Bee faced the challenge of making its internal CRM system scalable, ensuring that it could promptly and reasonably match all potential candidates to relevant jobs promptly and reasonably. Our EMPAUA experts suggested a complete Salesforce CRM system integrated into their business operations to deliver this.

Match all jobs and candidates based on local proximity

An essential requirement was to match all jobs and candidates based on local proximity, requiring a Google Maps component, and we needed to ensure that there was an accurate migration of data from their previous CRM system and the project had to be delivered on time as the licences for that CRM system expired.

Solutions

EMPAUA implemented a number of custom solutions in order to improve the client's experience with Salesforce.

Using Sales Cloud's efficient tools and extensions, Social-Bee could finally **comprehend and visualise their customer funnel**: from getting leads (companies and job seekers) into the pipeline to converting them into either job opportunities or candidates.

Our experts designed customised objects to match all jobs and their ideal candidates, including a mapping component. One of Social Bee's basic filter criteria is matching candidates to a job close by (and vice versa). **Integration with Gmail and the Google Business Suite** was crucial to Social Bee to keep emails and calendars aligned and synchronised.

Finally, we integrated their **Newsletter-Tool, Mailchimp**, to connect Salesforce to their email marketing solution.



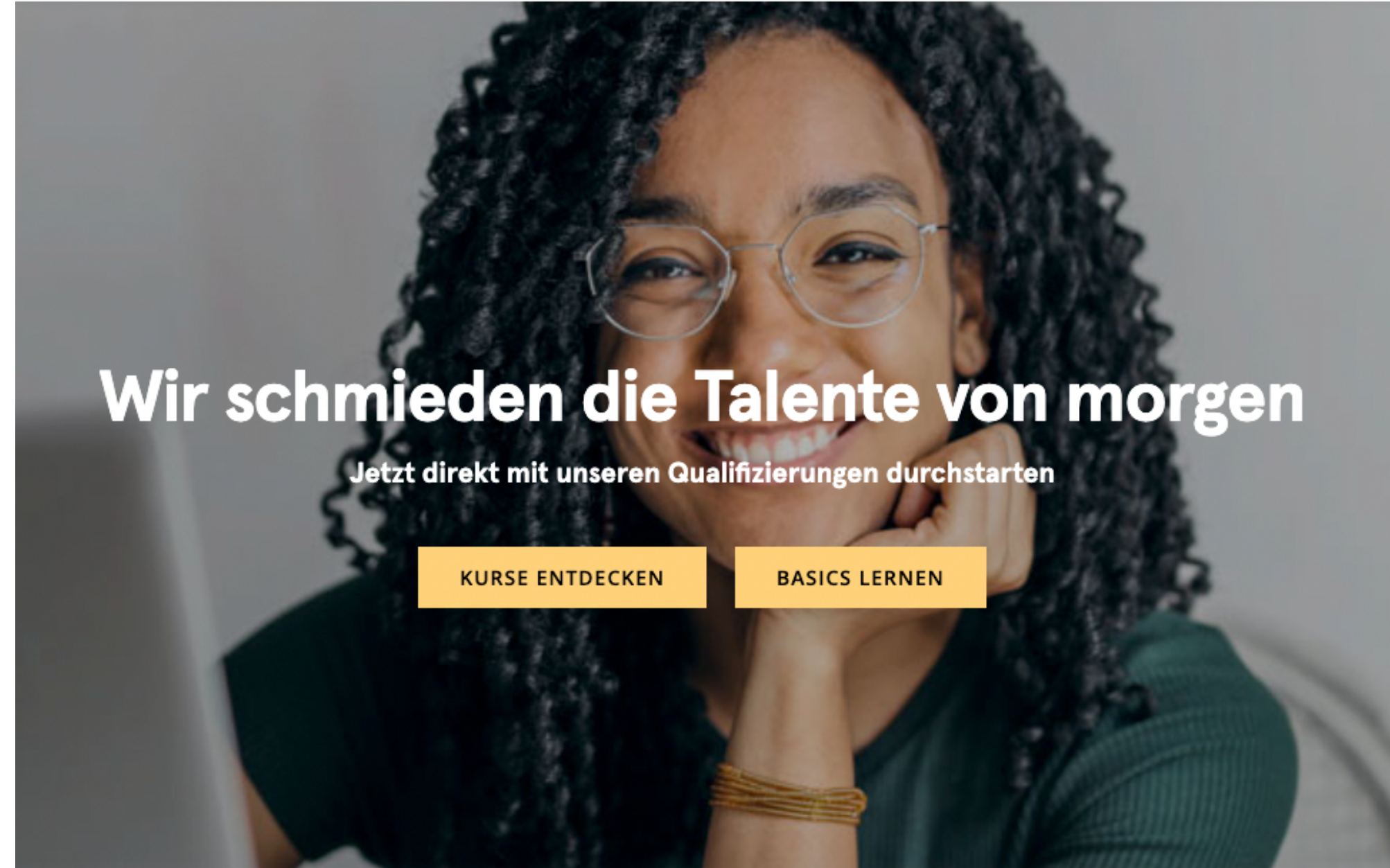
Results

Since EMPAUA implemented Salesforce for Social-Bee, the social company has improved its business and sales operations. All their Sales processes for recruiting candidates and partner companies are faster and more efficient, considerably reducing the work-time for users.

Automation was key in the implementation process, and now their business operations include an automated matching tool and an automated calculator to determine business profit margins. The Social-Bee recruiting team documents all job interviews now completely in Salesforce, which means that instead of writing up to three pages on paper before entering the information into their database, they now save valuable time, money and hassle.

Also, the sales team is thrilled, especially by the smart E-mail templates.

“All in all, it is a big boost in cross-team collaboration, and we are all very grateful for this pro bono support - it will surely help us to get even more refugees into employment and supporting companies in integrating them”, said Jessica Schallock, Head of Marketing at Social-Bee.



The social company has improved its business and sales operations.

Automated matching tool and an automated calculator to determine business profit margins.

“A huge progress and efficiency gain, a gamechanger for our work. The implementation was a lot of fun because it was done very professionally and our whole team is enthusiastic about the benefits, especially the ease of matching job candidates with open positions.”

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Zarah Bruhn

Founder and CEO

ΕΜΠΡΑΥΙΑ + socialbee

