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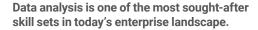
HEALTHCARE ANALYTICS FIRM AUTOMATES TALENT ACQUISITION EFFORTS

Apexon leverages Salesforce CRM to build and implement contingent workforce system

Data analysis is one of the most sought-after skill sets in today's enterprise landscape.

As a healthcare analytics provider, the customer needed to ensure that their talent acquisition and hiring protocols matched the scale of their business needs while keeping costs to a reasonable limit. One of the customer's key objectives was to revamp their current onboarding process for greater efficiency and consistency. The aim was to increase candidate engagement and retention while developing a process that consumed fewer resources and accurately assigned candidates to specific projects.

THE RESULTS

KEY OUTCOMES

At the close of the project, Apexon was able to deliver the following features and upgrades to the customer's hiring and talent processing systems:

DOCUMENTATION OF ALL MANUAL PROCESSES BY USER-PROFILE

DIGITAL SIGNATURE IMPLEMENTATION AT ALL USER PROFILE LEVELS

CUSTOMER REPORTING INFRASTRUCTURE

DEPLOYMENT OF IN-BUILT SF EMAIL FEATURES TO ENABLE AUTOMATED NOTIFICATIONS & TRIGGERS FOR ALL USERS

USAGE OF PAGE AUTOMATION TO CREATE STAND-ALONE PAGES THAT MIMIC THE EXISTING BUSINESS WORKFLOW FOR EACH OF THE USER PROFILES

FASTER RESUME PARSING & SCREENING USING SEMANTIC ANALYSIS & MATCHING

THE CHALLENGE

2 KEY AREAS

Besides the complications involved in streamlining the existing infrastructure without disrupting the hiring flow, Apexon specialists discovered that:

Too Many Workflows
The existing onboarding process operated with too many workflows that required manual intervention between candidates, recruiters, and managers

Lack of Tools, Notifications & Triggers
The customer did not have any document parsing tools nor any automated notifications or workflow triggers

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THE SOLUTION

4 KEY AREAS

To address the customer's requirements, we leveraged Salesforce CRM capabilities to build and implement a contingent workforce system that:

Roadmap
Established a roadmap to expanded capabilities including Salesforce API-integration and potential SF community user network upgrades

Improved Programmed Tools
Integrated Docusign to enable e-signatures, while Rchilli integration facilitated resume parsing and semantic matching

New Hiring Processes
Tailored new hiring processes to meet the requirements specific to the received work input format

User Access
Used a personalized SF domain that managed user access by using the in-built SF security layer

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