

Traction Leverages Clicktools as a Cost-effective Solution to Recruit 30 Employees in 12 Months



Traction has been a devoted partner of Clicktools for more than seven years. As a Salesforce® implementation team, Traction has worked with many clients leveraging SaaS software, including Clicktools, to improve business processes.

Through the years, Traction and Clicktools have worked together to pioneer unique cloud-based solutions that required innovation and a simple willingness to approach things differently. Ultimately, these risks have resulted in significant time and money-saving programs.

For example, recently Traction experienced incredible growth and needed to expand their team exponentially. Instead of hiring an expensive recruiting organization, the company devised a plan to leverage existing technology, relying on a bit of creativity to get the job done without spending additional money.

They decided to use their Salesforce, Marketo, and Clicktools platforms together to collect, centralize, and act on job inquiries. Starting by creating a custom object in Salesforce to capture candidate data, they then built forms in Clicktools enabling potential hires to

About Traction on Demand

Traction on Demand is a CRM consulting and software development firm with unparalleled expertise in Salesforce implementations, data quality, and marketing automation. Traction has grown to become the largest Salesforce consulting group in Canada and is revered as one of the few implementation groups with a perfect record. They have worked with more than half of the 25 largest global technology firms and have been involved in 700+ instances of Salesforce. More information at www.tractionondemand.com.

CHALLENGES:

- Quickly hire numerous new employees across the organization to support a rapidly expanding business.
- Create a positive candidate experience that provides insight into Traction's company culture.
- Leverage existing technology platforms to build an employee recruitment system without significant financial outlay.
- Automate the capture of candidate information and centralize it in CRM.
- Avoid manual processes to reduce time and resource commitment.

SOLUTION:

- Successfully hired 30 skilled employees within a 12-month period.
- Used Clicktools, Salesforce, and Marketo to collect, centralize, and act on job inquiries and expedite candidates through the process.
- Built highly efficient, automated workflows to attract and communicate with potential hires.
- Turned candidates into leads who've helped expand Traction's growing team.
- Garnered the ability to track, measure, and score candidate engagement within the hiring process.
- Saved thousands by utilizing existing systems and allowing automation to do the work, rather than diverting internal resources.

“We were able to reinforce our relationship with our vendors while exceeding our own expectations for the project,” said Greg Malpass, CEO of Traction. “Clicktools always works, so it just made sense to use it for our internal process, too.”

submit required information. These were strategically designed to progressively request information based on responses to other forms. Marketo was used to auto-respond to candidates with targeted email communications throughout the process. Because Clicktools automatically populated the custom object in Salesforce, they could easily segment candidates and create tasks to contact the most qualified candidates for open positions.

Putting the System in Motion

In a mere two weeks, Traction had built a scalable, reliable recruiting system. The system attracted approximately 70 new candidates a week, allowing them to identify and contact only the ones eligible for the next level in the process. Automated workflows made it easy to further communicate with the people who best fit their ideal profile.

By bringing their favorite technology partners together to automate what is typically a very manual, time-intensive process, Traction upheld their mantra of software recycling while simplifying what could have been a very daunting task.

Seeing the Results

In the end, Traction added 30 people to the company in a 12-month period. They spent no additional capital (other than minimal internal resource time). They collected hundreds of potential candidate applications and automated much of the selection process. They now have a live process that is adaptable to their ever growing business.

As an unexpected result of this project, Traction built relationships with even those candidates they didn't hire, which enabled them to garner insights that helped grow their business. A number of candidates were so impressed by the system that they turned to Traction to assist with technology implementations at other companies. A sales talent agency even approached Traction to buy the application for their organization.

In all, this project proved the flexibility and strength of the cloud ecosystem, which Traction inhabits and provides to customers. It amassed significant time and money-savings, and allowed the company to smoothly expand their business, even in the face of a considerable challenge.

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