

## Beamie Awards: Customer Success Story

# Salesforce Embraces Skills-based Transformation with Beamery's AI Platform

Salesforce, the leading cloud-based CRM company, needed a solution to deliver skills-based Talent Acquisition transformation at scale. Their aim? To surface the right talent and right skills for each job, quickly.



## CHALLENGE

Salesforce typically fills 30% of their open roles with referrals. However, as the talent market becomes more competitive, and they open operations in a new market, they need to do more outreach, nurturing, headhunting - as well as skills-based hiring, and more precise vacancy design.

In order to remain competitive, Salesforce needed to define a strategic vision for skills-based transformation – and embrace the right technology to achieve it. They knew richer “skills intelligence” would help them solve their most difficult business challenges, through making better and faster talent-related decisions.



## APPROACH

Salesforce selected Beamery's AI-powered talent platform to equip their teams with high-quality, market-specific data. This highlighted which skills were available in a given market, and where they had significant skills gaps. With a rapid implementation, they quickly engaged thousands of daily users on the Beamery platform. In a 6-month period, they saw adoption of Beamery's AI features more than triple.

Beamery's open and connected skills ecosystem helped Salesforce conduct more agile, dynamic workforce planning: focused on filling gaps as they emerged, to meet changing business objectives and market conditions.

Surfacing the right candidates with the relevant skills for specific reqs in a timely fashion is paramount for Salesforce. Now, with over 4 million Contacts in their Beamery Talent Community, they can move rapidly and intelligently to address the organization's massive HR and Talent demands.



*“Using skills as that currency allows you to hire faster; and hire better, because you're looking at the skill, not necessarily the individual or the jobs that they had before. It allows you to be relevant in the market and to move with pace.”*

**Andi Zyka**

Senior Manager, Recruiting, Onboarding, and Employee Learning Solutions,  
Salesforce (and Beamie Award Winner for Skills Transformation Leader of The Year)

## BEAMERY SOLUTIONS



Talent CRM



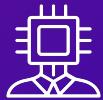
Job Architecture



Talent Portals



Universal Skills Platform



AI Talent Match functionality

## IMPACT

Salesforce was able to improve the quality of their hires, and reduce risks associated with having poor quality data, thanks to Beamery. Their integrated talent CRM provides real-time AI-powered talent recommendations, based on evolving skills supply and demand data.

*“Beamery has enabled Salesforce to present a globally consistent method for internal and external recruitment teams in early career, professional and leadership hiring areas to engage with our early stage talent consistently.*

*With a focus on ease of engagement, utilization of AI tools and improved reporting, we feel as though we have taken the right steps towards a progressive sourcing approach that will reduce cost and time to hire as well as improve the hiring experience for candidates, recruiters and hiring managers alike.”*

**Daniel Brown**, Senior Director of Talent Acquisition, Salesforce

**5x**

Higher conversion rate for Beamery attributable candidates versus other sources

**270%**

Resurfaced hires with a strong “skills match” were more likely to get an offer vs. all other sources

**6x**

Higher productivity and efficiency gains from people using Beamery

**11-day**

Reduction in time to hire, and improved the quality of sourced candidates

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