How Instahyre helped a 3x increase in Offer to acceptance ratio for

Salesforce

Challenges

- Low candidate quality, relevancy and availability
- Reduced recruiter productivity and increased Turn Around Time (TAT)
- Duplicate and outdated resumes

Results

- 60% of all the entry and mid-level positions were filled.
- 200% increase in the offer conversion ratio

Business Advantages

- Increased recruiter productivity due to active and interested candidate pipeline
- Developed diverse teams and scaled them up

▌ About Salesforce:

Salesforce pioneered a new technology model with their cloud platform, a new pay-as-you-go business model focused on customer success, and a new integrated corporate philanthropy model called the 1-1-1 model, by which they dedicate 1% of equity, 1% of employee time, and 1% of product to improve communities around the world.

This vision has fueled their incredible growth, made them the global leader in CRM, defined the era of enterprise cloud computing, and inspired a new philanthropic model for all companies. Today, Salesforce's Customer Success Platform provides

Salesforce India has been on a hiring spree for the past few months. The software behemoth hires top engineering talent by understanding critical elements in a candidate profile. Candidates' skills, pedigree, and experience are the topmost factors to be considered

groundbreaking cloud services for sales, service, marketing, community, analytics, apps, and the Internet of Things to clients.

Founders	
Marc Benioff	Parker Harris

Founded In	●	1999
Employee Count	●	73,542
Market Cap	●	155.46 billion USD

for the coveted engineering roles at Salesforce. But it was not smooth sailing for the Salesforce hiring team. They faced serious hiring challenges while building their teams in India.

▌ Challenges faced by the Salesforce team while building their tech team in India

Low candidate quality, relevancy, and availability : Most of the candidates they picked from traditional job portals were a mix of passive and active candidates, with no way to tell who was which. Many irrelevant candidates needed to be manually removed to ensure quality in their engineering team. The unavailability of diverse talent was also a big issue that Salesforce noticed in these platforms.

Duplicate and outdated resumes : Salesforce TA team is quite large. Duplicacy in candidate profiles became a problem as the hiring requirements increased. Tracking duplicity and freshness of the profiles and keeping the database unique was a big challenge for Salesforce.

Low recruiter productivity and high Turn Around Time (TAT) : Salesforce hiring requirements kept going up every quarter. The number of calls, emails, and communication between recruiters and candidates increased sharply. Traditional portals give a mixed candidate pool of active, passive, relevant, and irrelevant candidates, increasing the manual work of sorting and calling only relevant candidates. This led to less time for candidate engagement and more offer declines. Post-COVID, it was a different ball game, and competitive offers went up. Offer declines became a bigger challenge as hiring picked up pace in post-pandemic quarters.

▌ Instahyre - The move that made all the difference

"Salesforce uses Instahyre to source most of the candidates. The recruiters are trained and primarily use Instahyre as their platform for hiring." **said Nirmal Jacob, senior member, Salesforce talent team.** Nirmal had experience working with large enterprises like Walmart and Amazon, both of which also use Instahyre.

Salesforce wanted to solve the problem of low candidate conversion. The pre-Instahyre era had talent pipelines with less relevant candidates and a low quantity of quality candidates. Consequently, the conversion rate suffered.

With Instahyre, the talent pipeline underwent a drastic positive transformation, and offer acceptance increased drastically. The results have been the same for the roles across entry, mid- and senior-level experience levels. The quality of candidates also went up for all the roles.

Salesforce built a diversified talent pipeline with Instahyre

"We use the advanced search feature a lot, and it's pretty easy to use." said Nirmal Jacob, senior member, Salesforce talent team.

Diversity is one of Salesforce's primary goals in building teams. Before Instahyre, accessing only female candidates and making tailor-made job descriptions was quite impossible.

With Instahyre's one-click diversity filter, the TA team has been able to onboard top-quality diverse talent.

The simplicity and effectiveness of Instahyre's one-click diversity filter has helped Salesforce develop and drive diversity initiatives throughout its tech hiring process. Instahyre's AI-powered advanced search has also helped close the gaps in diversity hiring.

How AI-enabled Instamatch and Active Candidate Pool reduced TAT for Salesforce

One of the significant breakthroughs that Instahyre helped Salesforce to achieve is a 3x increase in their offer conversion ratios. Before Instahyre, one out of five candidates (~20%) converted to offers, which is now ~60% : an increase of ~200%.

Instahyre's AI-powered Instamatch technology has helped the TA team to spend more time on candidate engagement. Instamatch has helped to get inbound applications from Instahyre's active candidate pool. The advantage is that candidates are well aware of the job role and brand, which reduces the recruiter's work of pitching the part. The amount of time invested in Instahyre is far less than other traditional job portals - with 3x the benefits. Instahyre's AI-powered Advanced Search allows only relevant candidates to be shown.

The active candidate pool has made Salesforce recruiter's life much easier, as they are open to opportunities, compared to traditional portals where candidates can be active or passive.

The only way to find active candidates in traditional job portals is by calling and emailing, which takes up much of the recruiter's productive time. Salesforce has gotten 5-8 relevant candidates out of 10 every week for different roles due to Instahyre's Instamatch technology. End result:

60% of all the entry and mid-level positions at Salesforce are closed through instahyre.

Contribution

60%
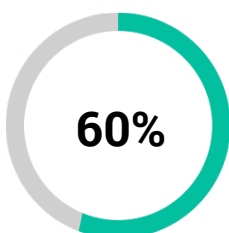
- 60% of all the entry and mid-level positions were filled.

Conversion

200%

- 200% increase in the offer conversion ratio

Testimonials

Nirmal Jacob Varghese,
Technical Talent Acquisition Specialist,
Salesforce

Instahyre has been giving the best quality profiles; more than 70% of my team at Salesforce uses Instahyre for their sourcing. All 100% roles I have closed are done through Instahyre. Since I opened my account and started using Instahyre. I haven't used any other portal. We use the platform for roles such as, software engineers with experience levels of 3-6 years, 6-10 years, and 10-15 years for LMPS. have been using Instahyre for so long. I have noticed many new changes in the platform including their increased candidate pool. The platform has grown to be very systematic now.

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