Special Operations Command – Recruiting and Candidate Evaluation Community

Migration to a paperless recruiting management system

COMPANY OVERVIEW

United States Special Operations Command (SOCOM) has multiple units that require varying skill sets to perform their operations. As a result, SOCOM vets their candidates through an extensive recruiting process. HigherEchelon's work for SOCOM allows the capture of information, tracking, evaluation, and reporting on the recruitment of potential candidates.

COMPANY PROFILE

LOCATION	*Fort Belvoir, VA*
EMPLOYEES	*80 - 100 of employees*
INDUSTRY	*Federal, Aerospace and Defense*
COMPETITOR	*In-house manual solution, Excel, PowerPoint*
SOLUTION(S)	*Community Cloud, Service Cloud, Government Cloud, Chatter*
GO LIVE DATE:	*2/1/2019*

CHALLENGE

- SOCOM was executing a nationwide recruiting effort via email, Excel, and other manual methods with no centralized system to track and document recruitment activities.
- The candidate application process was paper intensive requiring the completion of nine (9) PDF forms, totaling 38 pages in length.
- Candidate evaluation and scoring was conducted manually in Excel.
- Communication and information exchange between the recruiter and the candidate were tracked via email.
- Recruiters had to manually coordinate and log responses of up to 13 internal parties when evaluating candidates.
- Capabilities to track previous candidate applications was disparate and noncentralized.
- Capabilities to report on communications and interactions with candidates and SOCOM staff did not exist.

SOLUTION

- Salesforce Community and Service Cloud Lightning features, within Government Cloud, to develop an online application portal tailored to meet SOCOM's recruitment and candidate evaluation requirements.
- Use web-to-lead functionality to create a searchable landing page for the initial entry point into the application process and allow recruiters to advance leads based on initial review.
- Build two (2) Communities leveraging Lighting Components and visual flow to create custom page layouts. Profile-level security restricted data visibility for candidates and SOCOM staffer's. Candidates evaluate their application data prior to submitting for final review. SOCOM staff members are granted additional application evaluation rights based on their job role.
- Create custom objects to log, relate, and track a candidate's application as it advances from infancy through three (3) review cycles with increasing data complexity at each cycle, a board evaluation, and ending with a placement decision.
- Salesforce mobile app, Lightning for Gmail, and Microsoft Power BI connector.
- Customize dashboards and home pages for real-time reporting
- Leverage Chatter within the Communities to securely upload documents. Promote internal collaboration within the SOCOM staffer's community and for fully licenses users.
- Implement cases to track and resolve user issues.

RESULTS

- An online portal with automated processes capable of supporting the entire candidate application lifecycle that significantly streamlines the existing paper-based process.
- Visualize, track, and report in real time giving recruiters a 360° view of the candidates.
- A centralized location to log, track, and store all related candidate application details and documents with the ability to restrict data visibility based on roles.
- Automated assignment of the candidates and SOCOM staff to the online community.
- A secure online portal for submission of candidate scoring by the order merit list (OML) board members, streamlining the existing labor-intensive process.
- A mobile functionality and time saving enhancements to increasing productivity for a highly mobile staff.
- Enabled Cases to automate, track, and quantify communication with community users.
- Enabled Chatter to promote collaboration between the SOCOM staff's Community and the recruiters.
- External integration with Power BI to leverage existing program analytics

Salesforce Confidential

More Detailed Info and Quantitative Results

[Color Commentary and Notes About Details of Deal or Implementation]

NOTES

- Prior to the implementation of this solution, SOCOM was tracking, reporting, and managing their highly selective candidate recruitment via a combination manual methods with included the use of Excel, PowerPoint and Gmail. Shared visibility and candidate retention information was fragmented and required significant manual rework to provide a comprehensive view. Additionally the candidate evaluation process required extensive manual coordination across multiple parties to reach a consensus decision. Effective, mobile tools were not available for team members to manage their daily duties for a highly mobile unit.

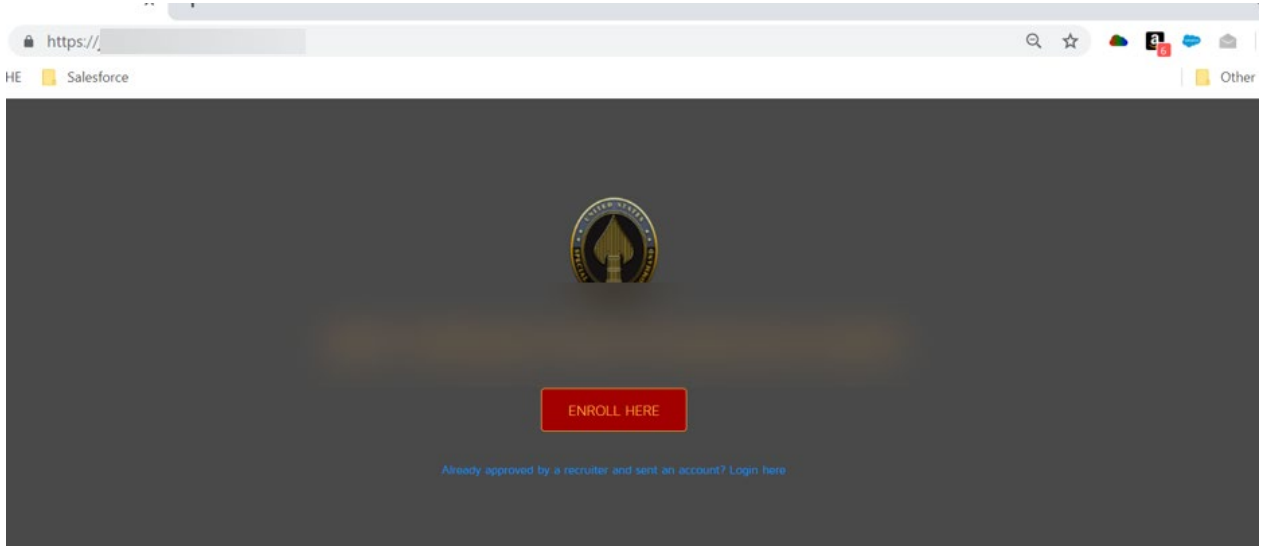
QUANTITATIVE RESULTS IF AVAILABLE

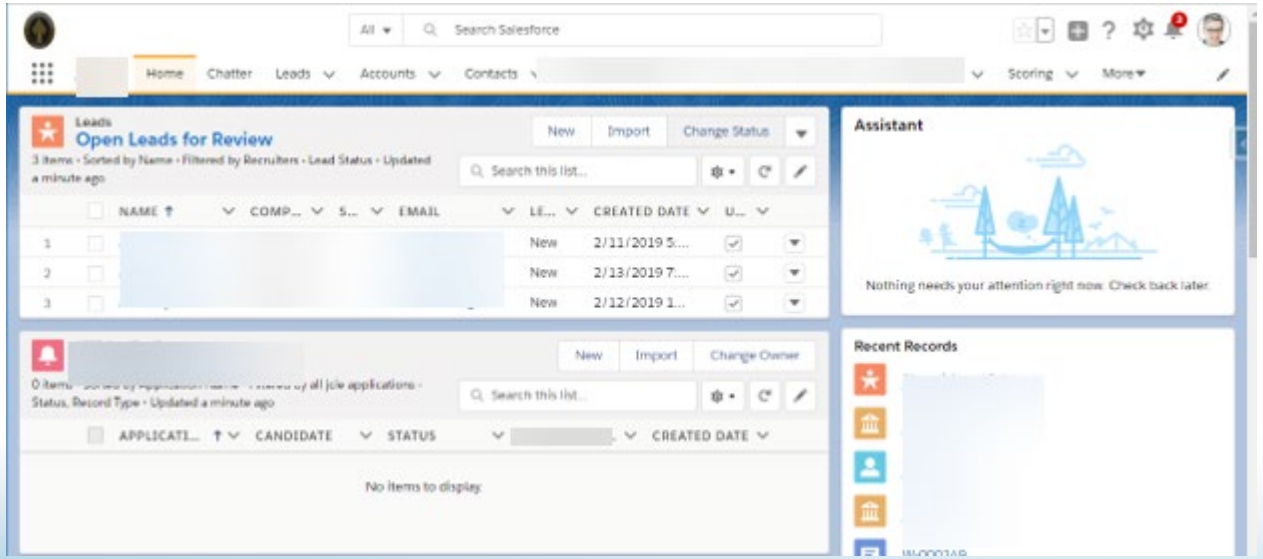
- Eliminated the need to manually track and coordinate the evaluation of approximately 250 candidates annually via email and Excel.
- Eliminated the need to manually track the candidate scoring of approximately 40 OML graders annually in Excel.
- 50% reduction in processing time of candidate applications by recruiters.
- 88 users deployed in the first 45 days on Community Cloud within Government Cloud.
- Seven (7) internal users deployed on Service Cloud within Government Cloud.
- 12 cases resolved in the first 45 days of deployment.
- 84 Pre-Screening Questionnaire (PSQ) and 62 Application Packet (AP) records generated in the first 45 days of deployment.
- 89 Lead records generated in the first 45 days of deployment.

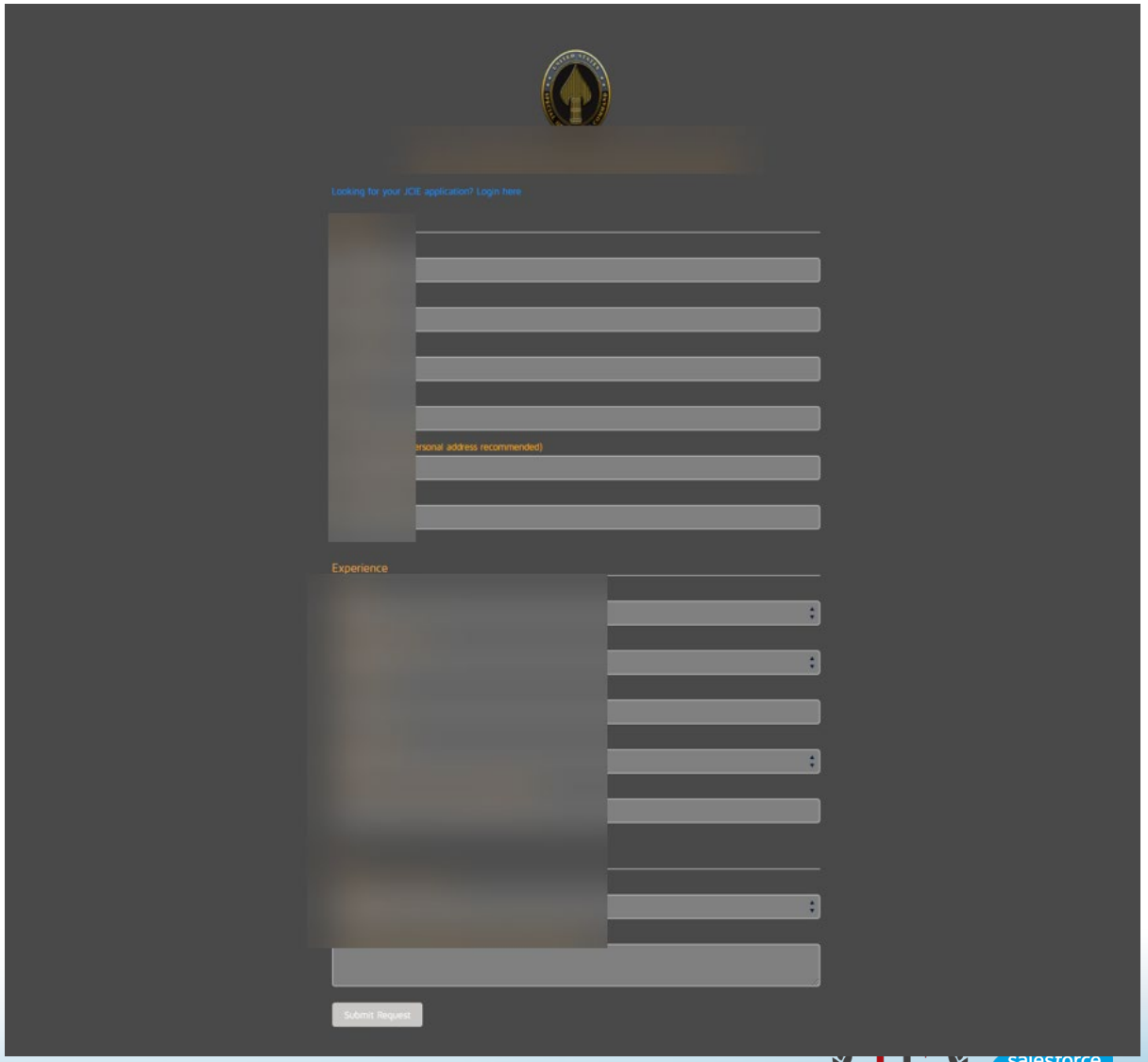
Solution Detail

MORE DETAILS	
Competitors of Salesforce engaged in sales cycle:	*No competitors identified*
Previous technology replaced by Salesforce:	*Excel spreadsheets, PowerPoint, Gmail*
Salesforce products deployed:	*Sales Cloud, Service Cloud, Community Cloud, Government Cloud Chatter*
Customer Business Model (B2B, B2C, or Both)	*B2C*
Salesforce Product features:	***Lightning:*** *Lighting Deployment* ***Sales Cloud:*** *Leads and Campaigns, Mobile, Operational Analytics (rpts and dashbds), Microsoft Integration* ***Service Cloud:*** *Case Management, Service Communities and Portals, B to C* ***Community Cloud:*** *Customer Community – Self Service (B to C), Lightning Community Deployment, Customer Community – User Group/Advisory Council, Chatter (process collaboration)* ***Platform:*** *Custom App Dev (Lightning and Javascript), Reporting against custom data* ***Salesforce Industry Products:*** *Government Cloud*
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	*Recruiting community*
Integrations:	*Power BI*
AppExchange Apps/Partners	*S-Docs*
Solution ‘Go Live’ date:	*02/01/2019*

Screenshots of app (if available)







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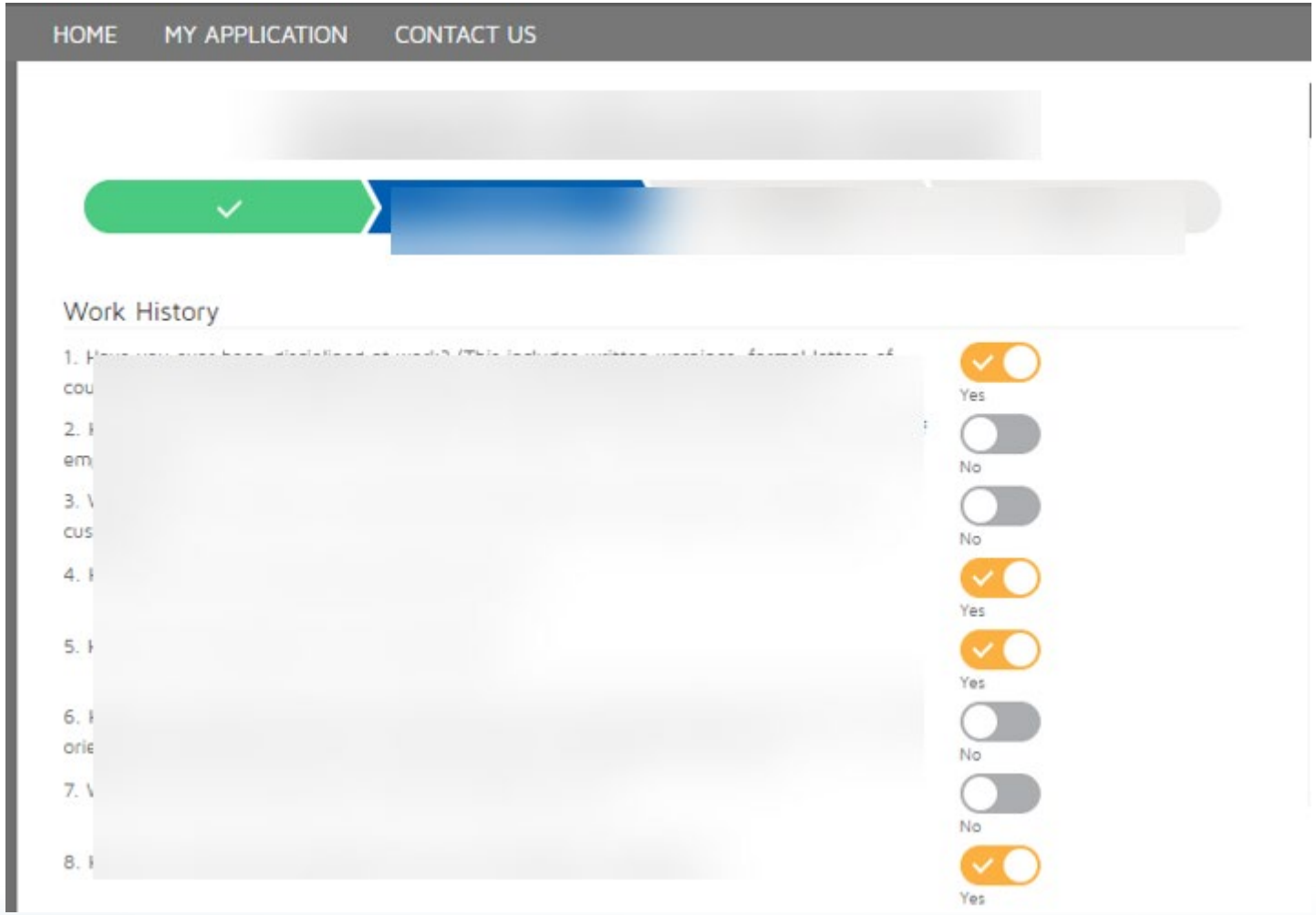

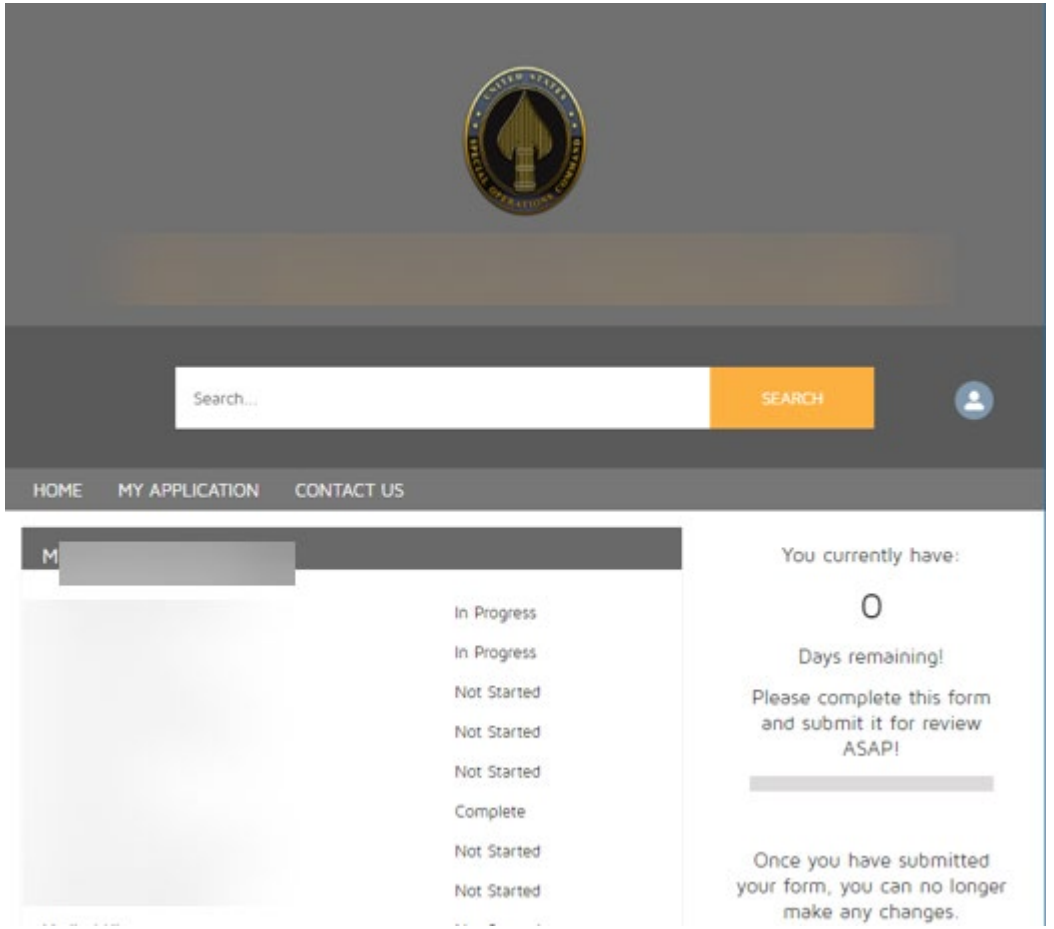

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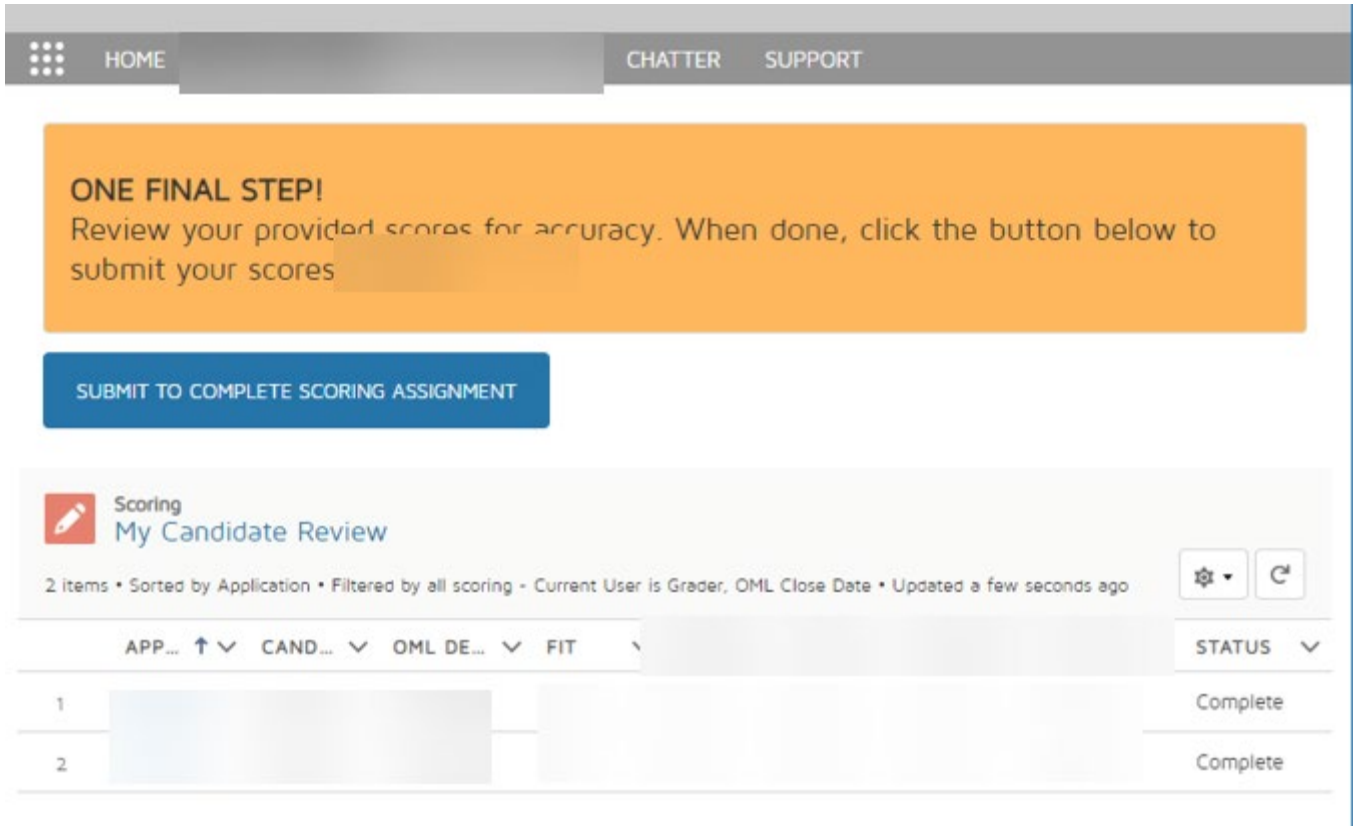

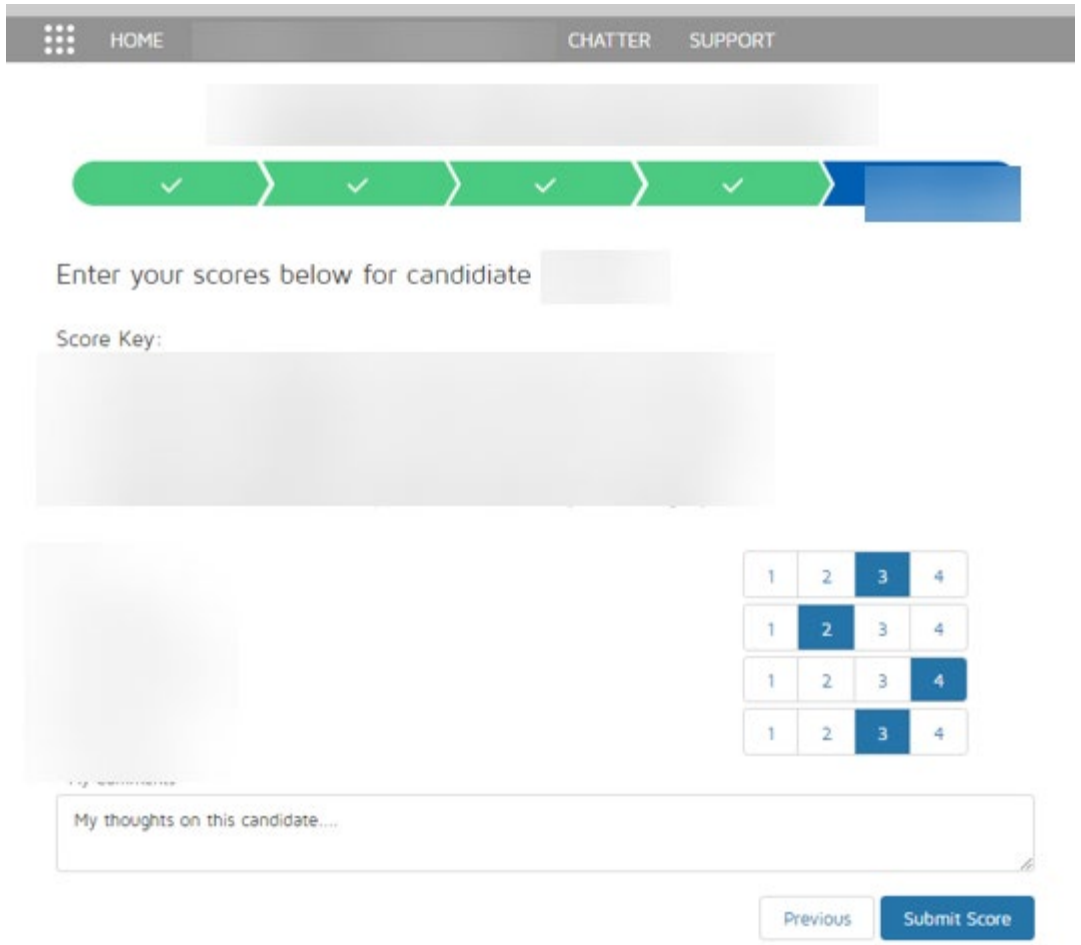

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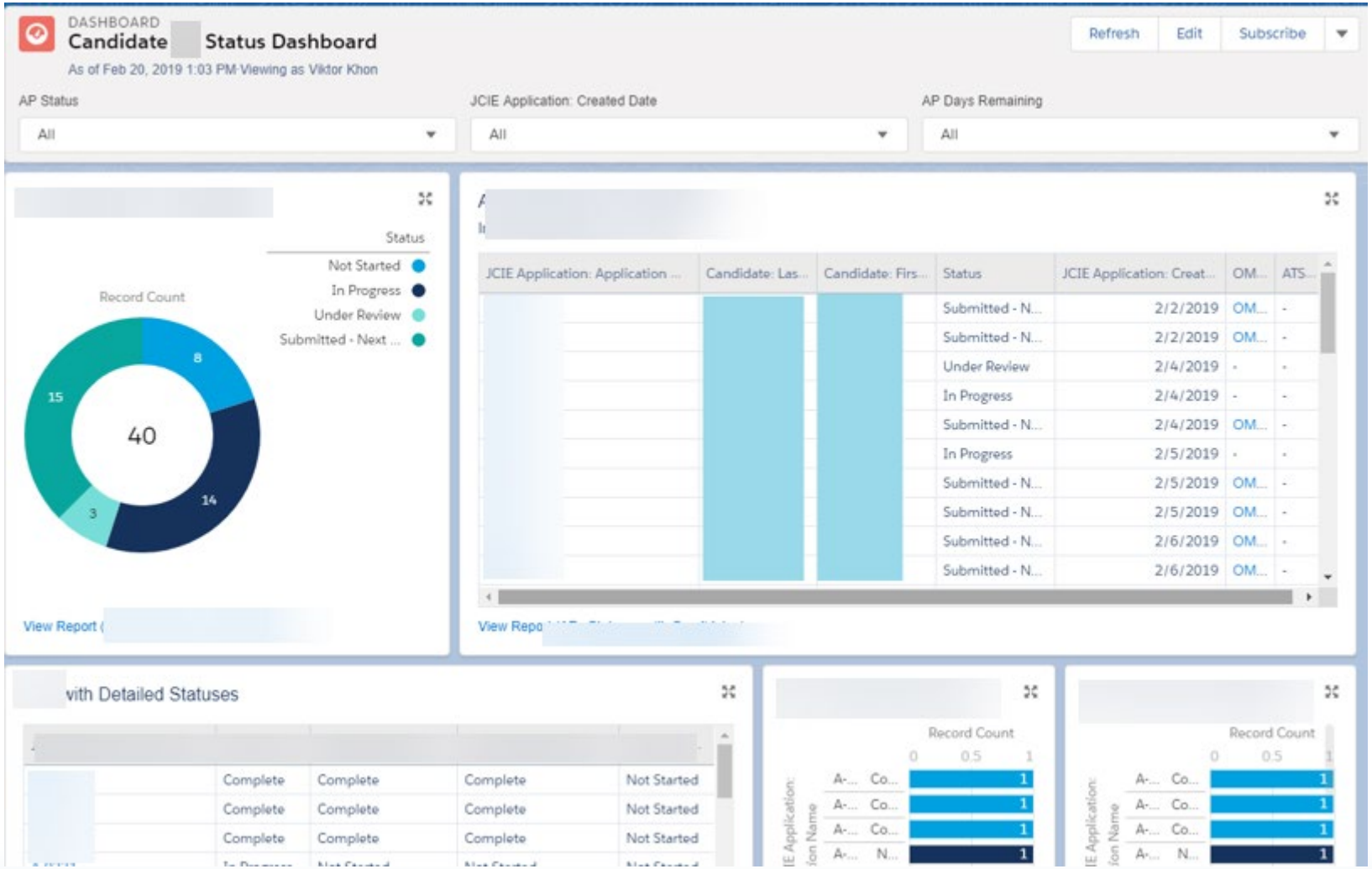

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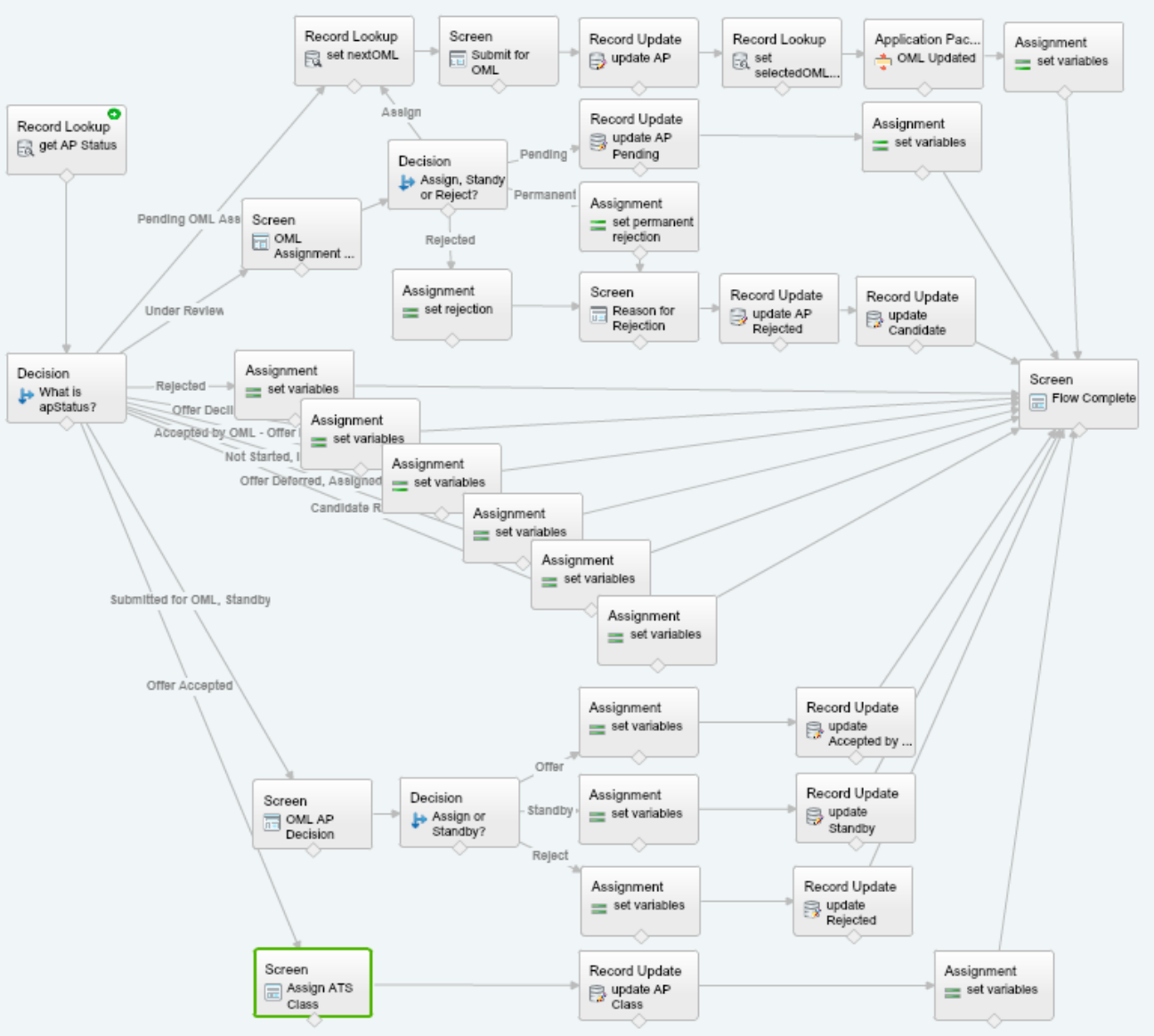

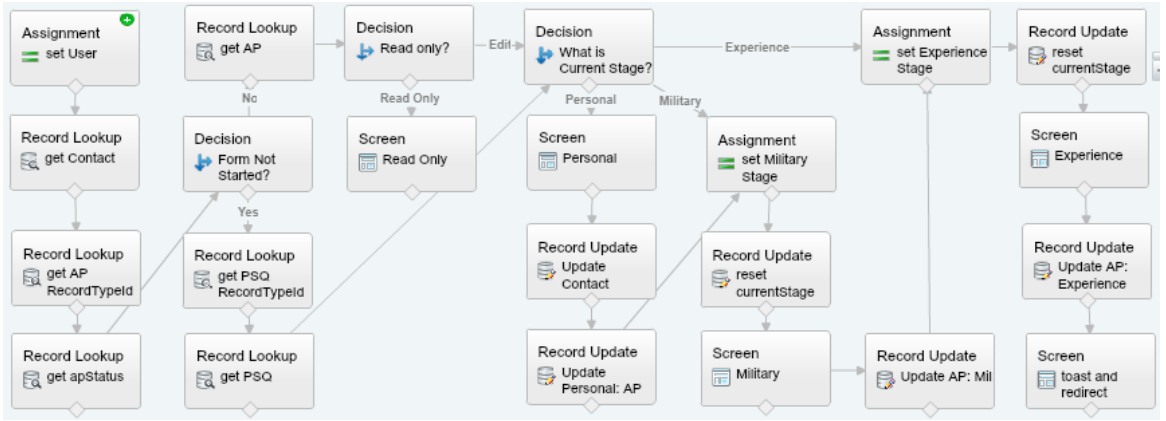

Screenshots of app (if available)

SCREENSHOT / DEMO

Demonstration training videos for the various community user roles can be viewed using the below links:

- Community training videos
  - Grader - https://www.useloom.com/share/e04f43a400ca4cbb8ec133c64261437d
  - Medical - https://www.useloom.com/share/9ef3ff15b2964cd79fba18d4ed041210
  - Security - https://www.useloom.com/share/936e1e8393fa4724b3192b550146d3f9
  - Command/Psych - https://www.useloom.com/share/9ef3ff15b2964cd79fba18d4ed041210

Sharing Guidelines

These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.

We will not contact the customer without reaching out to you first.

SHARING USE CASE/SCENARIO:	
Can Salesforce AEs share this story and overview slide in sales settings?	*N*
Can Salesforce AEs mention the customer name in sales settings?	*N*
Is this customer willing to act as a reference customer for prospects?	*N*
Would the customer be willing to speak at Dreamforce or other events?	*N*

PARTNER INFORMATION	
Name of reference approver:	**Tim Pash**
Title of reference approver:	**SVP Salesforce and IT Services**
Email of reference approver:	**tim.pash@higherechelon.com**