

SALESFORCE IMPLEMENTATION & MOBILE APP TECHNOLOGY TALENT



Overview

After a \$140M investment from a new private equity partner to expand their digital patient and physician education footprint, a patient engagement solutions company had the funding it needed to staff critical IT positions to develop its systems. First, they needed to upgrade to Salesforce from their homegrown ERP, which had become wildly inefficient for their business. Secondly, in order to stay competitive, they needed to upgrade the digital screens of their devices as well as develop a mobile app.

Challenge

The primary challenge for both the Salesforce implementation project and the digital screen upgrade and mobile app project was the tight IT talent market. In addition to needing project resources in Cincinnati where the company is headquartered, the client was looking for local resources, or IT talent willing to relocate, to become full-time members of their team.

Additional challenges for the business included the inefficiency of their current IT systems, including their homegrown ERP system, which did not give them the flexibility to provide customized solutions for their clients or enable the user experience needed to be successful in their business model. They were also not able to upgrade the digital screens of their products or develop a mobile app without implementing Salesforce first.

Solution

After identifying Salesforce as the ERP system to implement, The Intersect Group leveraged the IT delivery team in Atlanta to recruit talent for both the Salesforce implementation project and the subsequent digital screen upgrade and mobile app project. In addition to sourcing local talent, The Intersect Group provided critical market intelligence to the client in order to open up the search for project and contract-to-hire resources willing to relocate. While most of the client's needs were staffed by the Atlanta office, The Intersect Group also utilized a 'chase the sun' approach to recruit top IT talent by tapping into recruiters located on the West Coast.

The Intersect Group staffed the IT team and business-critical projects while combating historic low unemployment rates and a tight IT talent market.

“This partnership has been a huge win – for both organizations. They are able to rely on our knowledge and expertise and there is trust that we will provide the right information to get the right people in their business to meet their objectives in a timely manner. We understand their style and who they are looking for, both from a skill level perspective and from a relationship perspective. The delivery team has knocked it out of the park in terms of the people that have found for this company.”

CHRIS OWENS.

Client Manager, Technology Solutions, The Intersect Group

Results

From June 2018 until January 2020, The Intersect Group has staffed the following positions:

Salesforce Project

- Technical Business Analyst, Salesforce
- Salesforce Architect
- Salesforce Product Owner
- Salesforce QA Analyst
- Product Support Specialists
- Salesforce Developer
- Salesforce Admin

Digital Screen Upgrade and Mobile App Project

- Developer (Angular)
- QA Analyst
- Support Specialists
- Sr. Application Developer (mobile)
- Product Owner (mobile)

Additional results include:

- As a result of the partnership, the client has enjoyed a position-to-fill ratio of 70.2 percent.
- Including a two-week notice, the onboarding timeline from when a new position is opened to when a candidate starts has averaged five weeks – above market average.
- In total, The Intersect Group has staffed over 20 positions for the client, including many who have converted to full-time employees.
 - A Technical Business Analyst placed by The Intersect Group has since been promoted to Director of Agile and is now building out the client’s project management office (PMO). The Intersect Group is providing staff augmentation for the new PMO.

About The Intersect Group

Founded in 2006, The Intersect Group is part of the MSouth portfolio of investment companies and operates in Atlanta, Dallas and Charlotte. Specializing in the recruitment of technology and finance and accounting professionals, The Intersect Group provides clients with the means of finding the best talent on the market.