

Astonishing **27%** hike in revenue by **Leveraging Relationship Insights** through Org Chart

About the Company

The staffing company helps organizations enhance their business to make it faster and precise to keep up with today's challenges. They strategically connect people, processes and technology to prepare for the future. The company manages talent and consults on technology. They help their clients with emerging talent and provide their expertise in product development as well. The company provides solutions globally for a wide range of industries. Building relationships with their clients and having high-value everyday interactions are their highest priority.

Quick Info

The client is a prominent Staffing name in the US market.
Their challenge was two-fold.

Finding the right people
with the right skillset

Finding growth in
existing accounts



**"We're creating million dollar
accounts faster than before"**

says the Account Management team

9 Problems Faced



Recruiters were not able to understand the hierarchies of the target companies where they looked for talent.



Need to understand the hierarchy and preferences of clients they work for.



Ability to understand the hierarchical structure of the competition company was extremely important and imperative.



Account Managers who handled these client accounts, needed to penetrate them to open more gates for job requirements to come in.



Not being able to visualize who could be mapped against a certain job and how fit the candidate is for that job.



Lack of visibility into who's reporting to whom within the organization.



Working with one Person of Contact in each account without visibility into other connections to extract business from proved to be insufficient



While both Recruitment and Delivery were centralized through Salesforce, it lacked the visualization that was needed for the Recruiters and the Account Managers



Intelligence about clients existed in silos in personal notebooks, PPTs and Excels instead of a single accessible source for all information.

9 Solutions Given

01

DemandFarm's Org Chart is native to Salesforce and proved to be a seamless transition for the Recruitment and Sales team.

03

The simple Drag & Drop functionality helped the users to create a visual representation of their accounts, which is much more appealing and efficient in comparison to the existing contacts lists on Salesforce.

05

LinkedIn connectivity with the Org Chart helped to view a candidate's entire career journey and increase communication with them, all within the company's Salesforce instance.

07

Account Managers could also visualize the key stakeholders who could potentially help open new revenue channels. This led to increased cross-selling compared to before.

09

Users now had the ability to share and export Org Charts and also invite additional team members through Tasks & Events leading to enhanced collaboration, all of which now happened inside their Salesforce.

02

Ability to visualize contacts on both sides of the business had an immediate positive impact

04

Recruiters were able to know the person whom they wanted to talk to, their experience and also if they were the best of the lot or not.

06

Account Managers could now map contacts on Org Chart with whom they have active business.

08

DemandFarm brought the ability to visualize open Opportunities which were represented by "Jobs" through integration between their Applicant Tracking System (ATS) and Salesforce.

A Single Tool **for the Best Results!**

With
DemandFarm's
Org Chart, we've
seen an

80%
adoption by the client so far

Additionally, by leveraging
Relationship Insights, the
Account Management team
experienced a

27%
hike in revenue.

Here are 4 major benefits of using **DemandFarm as seen by one of the Sales Heads** so far:

Recruiters are more confident in the quality of candidates they find in the market

Increased Collaboration between all teams

Account Managers can reach out to multiple Point Of Contacts within the client organization in an attempt to expand business

Salesforce adoption has increased drastically

Schedule a meeting with us here.



Want us to elaborate further on the Best **Key Account Management practices?**

Find out more about the Account Planning process for key accounts

