



THE CUSTOMER SUCCESS PLATFORM

Disrupt Everything:

How to Use Data, Analytics, and Culture to Disrupt Where, Who, and How You Recruit

Tim Wesson – Senior Director, EMEA Recruiting, salesforce.com

Ernest Ng - Senior Director, Employee Success, salesforce.com

Salesforce was built on a disruptive vision

New Technology Model



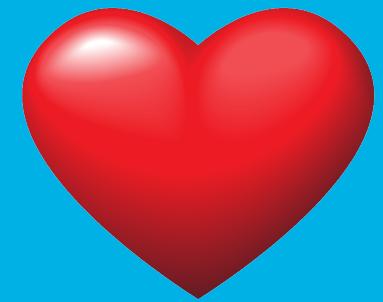
Trusted Multi-Tenant
Public Cloud

New Business Model



Subscription Service

New Philanthropy Model



1% Time
1% Equity
1% Product

And we never stop disrupting

CLOUD



SOCIAL



MOBILE



CONNECTED



ANALYTICS



1999

Born Cloud

2009

Realized the feed was the future and pivoted half our dev resources to create Chatter

2012-2013

Took everything we did for the desktop and made it run perfectly and natively in the mobile world

2013

Accelerated our ability to help our customers connect with their customers by acquiring ExactTarget

2014

Launched Analytics for the rest of us with our new Salesforce Analytics Cloud

Today we are a \$1B company with 2,100 employees in EMEA

FASTEST GROWING



Of the world's
top 10 largest enterprise
software companies

MOST INNOVATIVE



According
to *Forbes magazine*

BEST PLACE TO WORK



According
to *Fortune magazine*

What does it take to innovate and grow? Engaged employees!

But bringing people in and keeping them happy is getting tougher by the day



13%
ENGAGED



24%
ACTIVELY
DISENGAGED



63%
DISENGAGED

SOURCE: Gallup "State of the Global Workforce" 2013.

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Ready to get disruptive?

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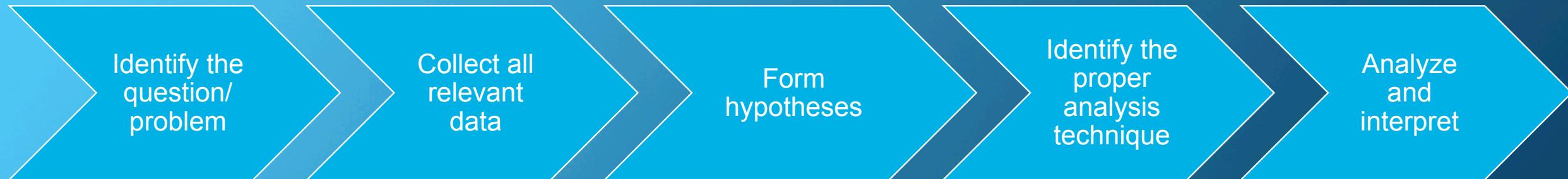


When seeking to disrupt, DATA is the differentiator!

Change people's long standing beliefs and bring them around to new ways of thinking



Getting Started



Tip 1:

Use multiple data sources

Tip 2:

Borrow best practices from other parts of the business

Tip 3:

Be quick, but don't hurry

Disrupting Recruiting

DISRUPT WHERE



Tech Location Strategy

DISRUPT WHO



AE Market Maps
AE Success Profile

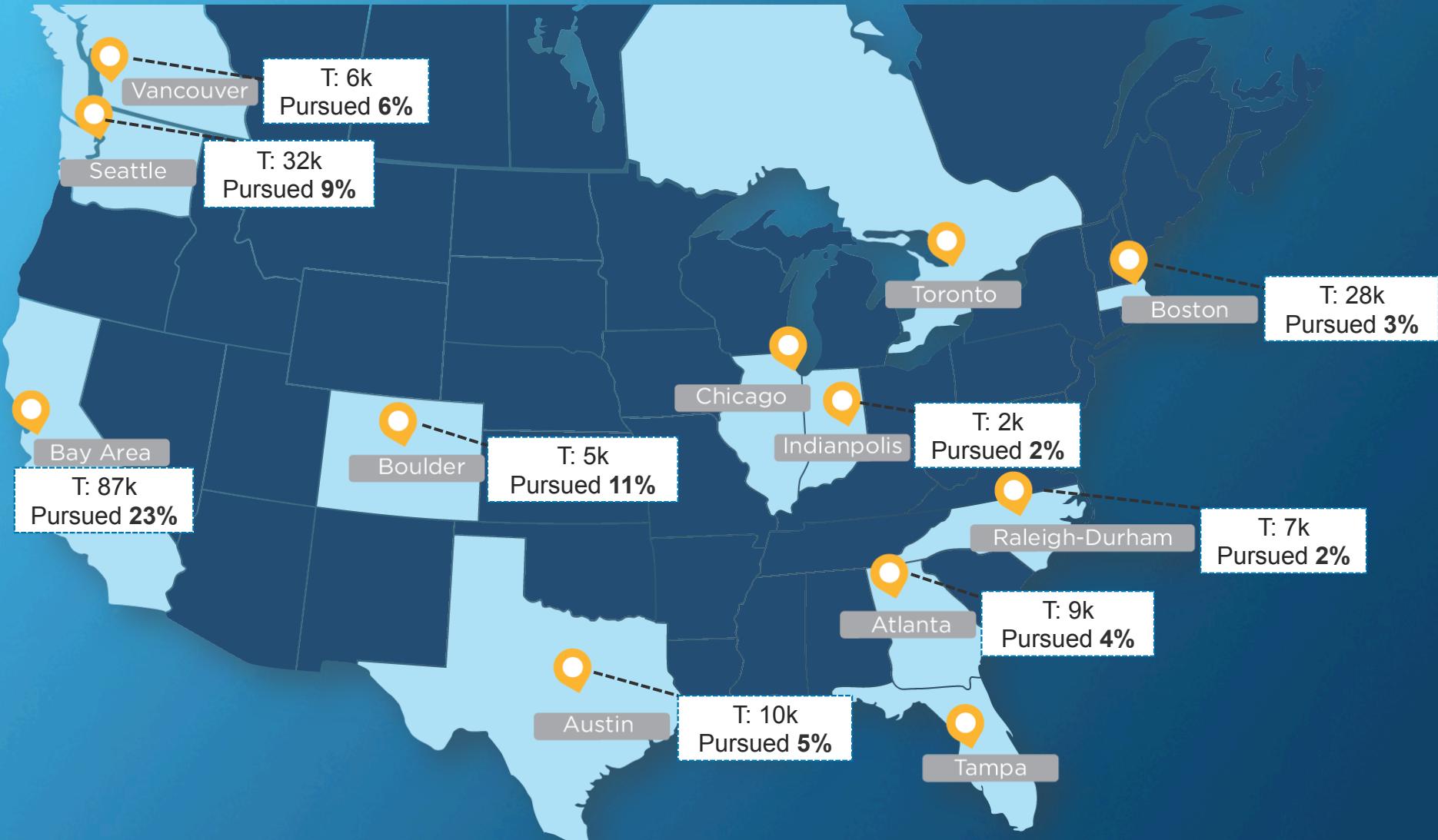
DISRUPT HOW



Salesforce Ambassadors
Culture Playbook

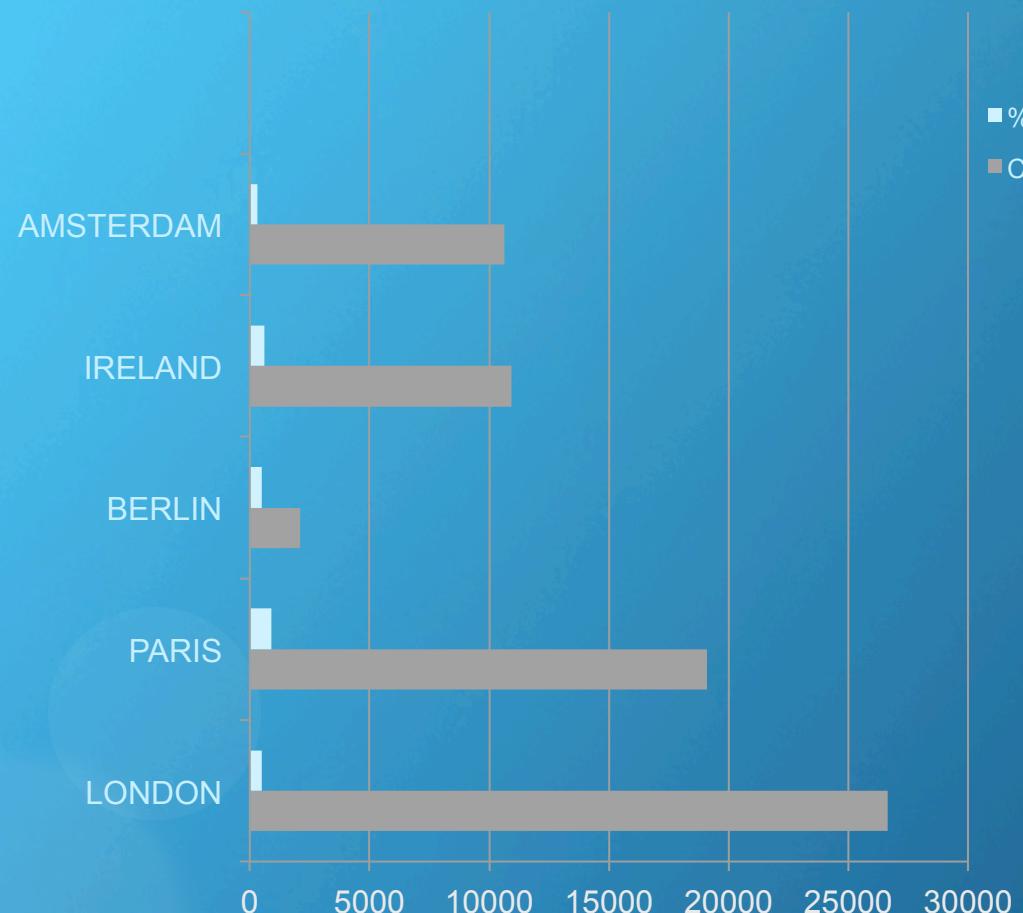
Disrupt Where

Use data to change our technology leaders' biases on location strategy



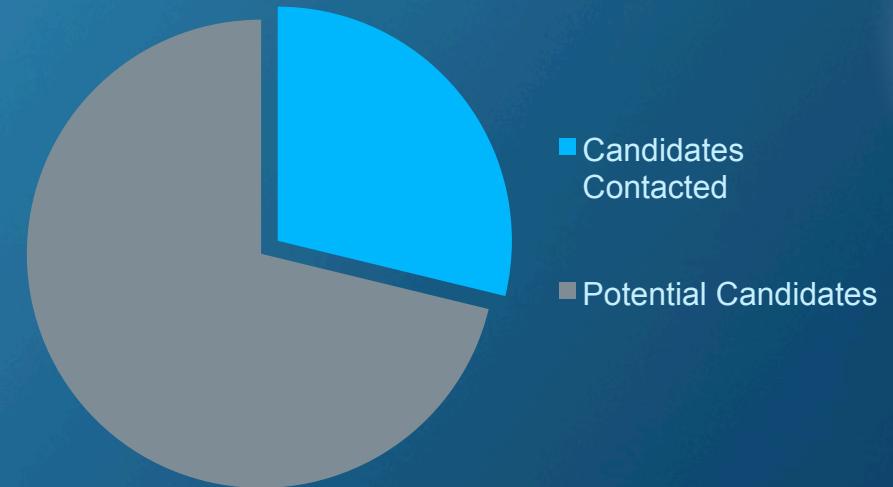
Disrupt Who

Start with Reach + Global Opportunities for Recruitment from LinkedIn



■ % WE'VE TOUCHED
■ CANDIDATE POOL

ORACLE (LONDON)



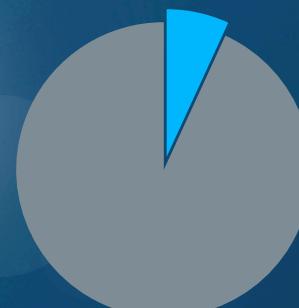
■ Candidates Contacted
■ Potential Candidates

MICROSOFT (PARIS)



■ Candidates Contacted
■ Potential Candidates

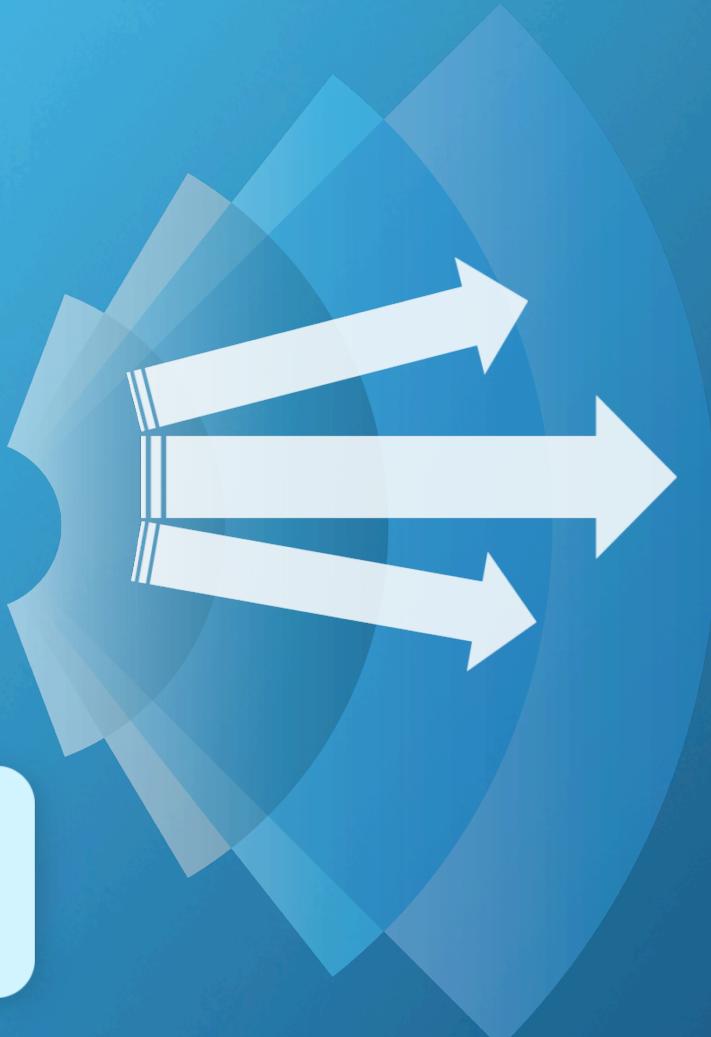
HP (AMSTERDAM)



■ Candidates Contacted
■ Potential Candidates

Disrupt Who

Use data to change our sales leaders' biases on Account Executive hiring profile



Common traits of Top 100

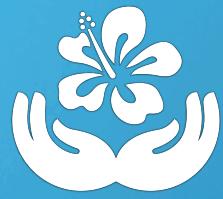
- Monthly Close Cadence
- Storytelling Training
- CRM Power User

Disrupt How

Integrate culture as core to recruit the right people through independent Salesforce Ambassadors



Passion



Aloha Spirit



Evangelist

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Customer Success



Disruptor



Teamwork



Foundation



Innovation



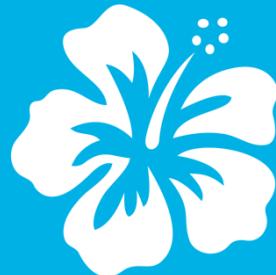
Trust



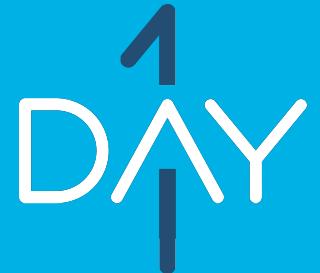
Disrupt How

Automate the flow of culture context to the new hire – don't leave it to chance!

Pre-Arrival



Week 1

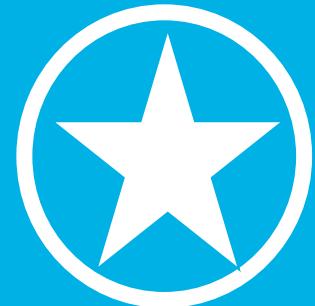


First 30 Days



BECOMING **SALESFORCE**

First 90 Days



Welcome to the Salesforce
Ohana

Top 3 Tips
to Get to Know Us

7 Ways to Feel
Like a Local Fast

Onboarding Essentials

Onboarding Checklist

Quick Start Guides

Where to Find Help

Learning the Lingo

Our Culture Story

Corporate Pitch Training

Trust & Security Training

Employee Programs

Volunteer

Vision and Goals Due
90 Day Survey

85% open rate on New Hire Success Emails = 3X the standard open rate

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Disrupt How

Engage employees to share your culture story with their networks = high referral rate



CASE STUDY

FORTUNE Best Companies to Work For list announcement - Day 1 results

- ✓ Dominated the socialsphere
- ✓ 3.5M impressions on Twitter, FB, LI
- ✓ 33% Share of Voice for tweets about list – 4X more than #1 Google and they have 4X the # employees
- ✓ 330% increase in job board traffic
- ✓ Highest applicant day ever

Disrupting Recruiting

DISRUPT WHERE



Tech Location Strategy

DISRUPT WHO



AE Market Maps
AE Success Profile

DISRUPT HOW



Salesforce Ambassadors
Culture Playbook

Questions?

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Thank you