ROI CASE STUDY
SALESFORCE.COM
TALENT PLUS

THE BOTTOM LINE

To further integrate its Sales Cloud with business operations, Talent Plus used the Salesforce Force.com platform and Jitterbit to build a custom application to automate and manage the assignment, tracking, and delivery of its selection assessment deliverables to clients. Nucleus found the project enabled Talent Plus to increase productivity, accelerate order fulfillment to clients, and gain greater visibility into team and individual growth and performance while increasing collaboration through Chatter adoption.

ROI: **651%**
Payback: **2 months**
Average annual benefit: **$676,346**

THE COMPANY

Talent Plus, Inc. is an internationally recognized talent assessment firm with more than 200 clients in 20 countries. A privately held company headquartered in Lincoln, Nebraska, the company employs more than 140 associates globally with offices in Singapore and Columbia.

THE CHALLENGE

Talent Plus was already using Salesforce for its sales-related processes and collaboration, but much of the assignment of work and the handoffs between steps in a project after it was sold were managed manually. Although the company had a custom application to manage workflows, it didn't address many of the company's needs, so employees were using e-mail and spreadsheets as workarounds.

Cost : Benefit Ratio | **1 : 11.4**

The company knew that it could be more efficient in the way it managed work, and management wanted a system that would empower employees to take more active ownership of their work and be more productive.

THE STRATEGY

The Talent Plus Salesforce administrator already had experience with building custom fields and workflows on Salesforce, and proposed to management that the company use Force.com to build a new workflow management system that would support its growth. The company began with a short pilot using Salesforce Sandbox and Jitterbit.

The Salesforce administrator and one other employee mapped out the application needs and workflows and built the application over the course of 8 months, using a third-party consulting firm for a small amount of Apex code development. Because the company already had licenses for most of its employees, it only needed to purchase a few additional licenses and Sandbox licenses to complete the project. Additionally, because most employees were already familiar with Salesforce and the application was fairly intuitive, the only training needed for the project was for the administrators to learn Jitterbit.

Types of Benefits

Direct 53%   47% Indirect

Today, all work assignments are handled with the custom application, and employees who have additional bandwidth can quickly identify open work opportunities and self-assign them. Additionally, Talent Plus has built analytics and dashboards within the application to analyze workflows in real time, allowing individuals to set specific growth goals and track how they're performing on a day-to-day basis, which was not previously possible.

KEY BENEFIT AREAS

Building a new custom application on Force.com has enabled Talent Plus to streamline its work assignment and delivery processes and drive greater efficiency and consistency in the way it delivers completed work to clients. Key benefits of the project include:

- Increased productivity. Because associates can quickly see what type of work is available to be completed and assign it to themselves, they can complete more work in the same amount of time. Additionally, the associates that used to be primarily responsible for assigning work have been redeployed to client delivery activities.
- Reduced time to order fulfillment. Because of the improvement in workflows supported by the new application, Talent Plus was able to reduce the time for fulfillment of a major service delivery by nearly 60 percent, driving greater client satisfaction and faster billing.
- Increased visibility. Integrating Salesforce Sales Cloud and the Force.com application with the company's proprietary business system, updating workflow statuses in real

time, and exposing account information in a meaningful way to all associates has given them greater visibility for better business decision making.

Cumulative Net Benefit

2,029,038

1,300,975

595,713

Year 1   Year 2   Year 3
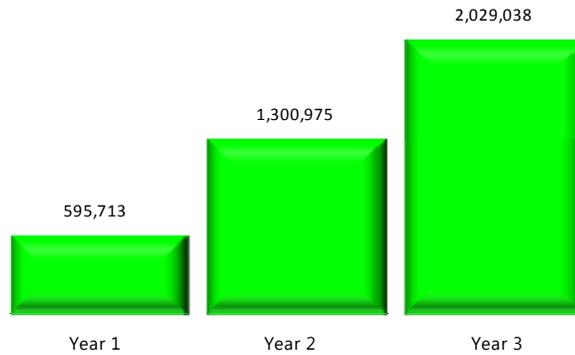
KEY COST AREAS

Costs for the project included personnel, software license subscription fees, consulting, and training. The additional license fees required to support the project were minimal because Talent Plus already had enterprise licensing for Salesforce.

"Because the new system was built using Salesforce and Jitterbit, we were able to deploy it in a fraction of the time compared to the previous custom-built application. There is a significant reduction in total cost of ownership for the system, since there is little to no custom code to be maintained over the life of the system."

- Natalie Regier, Salesforce Administrator, Talent Plus

Net Cash Flows

705,263   705,263   728,063

(109,550)

Initial   Year 1   Year 2   Year 3
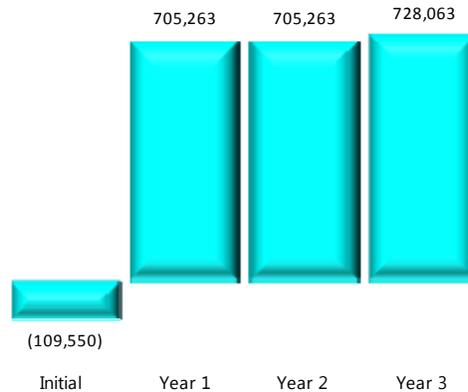
BEST PRACTICES

User adoption is key to the ROI from any application deployment, and Talent Plus found that its efforts in integration, building an intuitive user interface, and exposing meaningful data to all associates drove rapid adoption of the application. This has led to greater data quality and completeness and employees that are happy to use an application that meets their individual needs and work styles.

> *"We can better meet the needs of our clients and be more productive with our current resource level, and allowing associates to self-manage their work has made them happier and more productive."*
>
> - Natalie Regier, Salesforce Administrator, Talent Plus

The project has also had a positive impact on sales and the sales team's adoption of the Sales Cloud, particularly in areas such as Chatter, where associates and sales people can now collaborate in context where they work. As companies are increasingly challenged to deliver high levels of service to customers, extending CRM in this case was a successful strategy to drive both efficiencies in product delivery and a more informed sales team.

CALCULATING THE ROI

Nucleus quantified the initial and ongoing cost of software license subscription fees, consulting services, personnel, and training over a 3-year period to calculate Talent Plus's total investment to build its custom application.

Direct benefits quantified included the savings the company achieved by redeploying employees that were previously responsible for assigning work. Indirect benefits quantified included the additional hours associates now work each week because they can proactively self-assign projects based on their workload. Both benefits were quantified based on the average annual fully loaded cost of a Talent Plus associate.

Not quantified was the expected increase in profits that will likely be driven by accelerated order delivery, or the benefit of being able to deliver time-sensitive orders to clients, which is a clear differentiator in Talent Plus's market.

FINANCIAL ANALYSIS

Salesforce.com

Annual ROI: 651%
Payback period: 0.2 years

ANNUAL BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	390,000	390,000	390,000
Indirect	0	351,563	351,563	351,563
Total per period	0	741,563	741,563	741,563

CAPITALIZED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

DEPRECIATION SCHEDULE	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

EXPENSED COSTS	Pre-start	Year 1	Year 2	Year 3
Software	34,100	22,800	22,800	0
Hardware	0	0	0	0
Consulting	7,900	0	0	0
Personnel	65,000	13,500	13,500	13,500
Training	2,550	0	0	0
Other	0	0	0	0
Total per period	109,550	36,300	36,300	13,500

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
Net cash flow before taxes	(109,550)	705,263	705,263	728,063
Net cash flow after taxes	(60,253)	387,894	387,894	400,434
Annual ROI - direct and indirect benefits				**651%**
Annual ROI - direct benefits only				330%
Net Present Value (NPV)				967,941
Payback period				**0.2 years**
Average Annual Cost of Ownership				65,217
3-Year IRR				643%

FINANCIAL ASSUMPTIONS		
All government taxes	45%	
Cost of capital	7.0%	
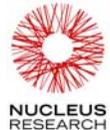
By the Numbers

Talent Plus's Salesforce Force.com project

NUCLEUS RESEARCH
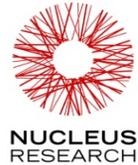
Annual Return on Investment 651%

2 months

The total time to value, or **payback** period, for the project

Cost : Benefit Ratio 1 : 11.4

$676,346

Average annual benefit

THE PROJECT

Talent Plus used the Salesforce Force.com platform and Jitterbit to build a custom application to automate and manage the assignment, tracking, and delivery of its selection assessment deliverables to clients. Nucleus found the project enabled Talent Plus to increase productivity, accelerate order fulfillment to clients, and gain greater visibility into team and individual growth and performance.

THE RESULTS

Redeployed 4 employees
Increased general employee productivity by 7.5%
Increased Chatter adoption

Number of **users**: 50

8 Months

Total time for the company to deploy its Force.com application

"We can better meet the needs of our clients and be more productive with our current resource level, and allowing associates to self-manage their work has made them happier and more productive."

- Natalie Regier, Salesforce Administrator, Talent Plus