

Recruiting Software for Staffing Companies and HR Department To fulfill their Talent Pipeline and Manage People



Ted Elliott
CEO
Jobscience

CEOCFO: *Mr. Elliott, what is the concept behind Jobscience?*

Mr. Elliott: Jobscience provides recruiting software to staffing companies, consultants, business service companies, and direct employers to help them basically fulfill their talent pipeline and make sure that they have the staff they need.

CEOCFO: *Are most companies using some form of recruiting software these days?*

Mr. Elliott: Almost every company is using some form of recruiting software. What makes Jobscience different is that we built Jobscience on top of the world's number one CRM, Salesforce.com, and the entire system is focused on managing people as opposed to managing job orders. You never know when you are going to have a job that is going to become open but you always know where great people are and being able to manage them as a relationship almost like a sales relationship will allow you to tap into them much faster than traditional recruiting technology.

CEOCFO: *Is being ahead of potential needs a concept that HR people understand? Have they embraced it when they know they can do it that way?*

Mr. Elliott: When we started five years ago they did not understand it. They did not understand how recruiting was just like sales. More and more of our competitors are now coming around to talk about CRM or customer relationship management. That is being driven by two factors. One is that the U.S. workforce is moving from 20% contract labor to 40% contract labor between now and the end of the decade so the people you are trying to recruit are moving to a different type of work in a different way they want to engage with you which is not necessarily around the traditional job order. The second factor is that the population is aging at an accelerating rate. In the next 15 years, we will go from 20% of the population over the age of 65 to 40%. So when you factor those things in, it is going to change the way people recruit and how they engage folks and that is really driving the adoption of this methodology.

CEOCFO: *Is there a particular type or size of industries that work with Jobscience?*

Mr. Elliott: Yes. Jobscience is about 60% U.S. customers and 40% international customers. In the United States, we work with three major segments. One is consulting firms so folks like the Advisory Board or North Highland Consulting, or some of the other large brand names. Folks like that who are very big in the consulting business are using our product. We have staffing companies that are in the permanent placement, executive search, and contract labor market using our product. That makes up about 65% of our customers in the U.S. The balance are large corporate employers that are really managing large candidate pools. Outside of the United States, 95% of our customers are in the staffing industry.

CEOCFO: *Do you find as more and more companies are using Jobscience that the HR people want to be involved and that the company likes the fact that it is built on Salesforce? How does that come into play?*

Mr. Elliott: 85% of our customers do not have Salesforce and have never used Salesforce before. It was not part of what they were doing. What Salesforce gives us the ability to do is build on a platform that has 50,000 customers and is managing billions of transactions. We do not have to spend the time to build a lot of the pieces Salesforce builds. We can focus our time building the things it does not do to make it work for our target audience, which is the recruiter. Anything that is the market dominant player is going to have folks that do not like it but in general it is the world's most successful software as a service platform. We really use it as a technology platform. Our users do not have to buy a license of Salesforce. They do not have to be a Salesforce customer and they are really new to the platform.

CEOCFO: *How does an implementation work? What are the steps? How does a company build up?*

Mr. Elliott: It is dependent on the size of customer you are. For our small business customers that are less than 100 employees, we can get them stood up in a day or so. We simply get a name of someone and we generate an account for them that is preconfigured and prebuilt out for their use case. We have version that are for three different types of staffing companies and we have three different types of corporate versions depending on the needs of the customers. We found that most people do not want to spend too much time configuring or implementing these systems. They want them to be available. For the small business customers, that is definitely the case. For our midmarket customers who come off a system, many people already have systems for this, a big component of it is data migration so we have a team at Jobsience that does data migration and migrates people's information from their existing legacy system on to our product. Those implementations will generally be within 6 to 12 weeks depending on how much information they have and how many people need to be trained on the system. For our largest customers that are using thousands of user seats of our product, you will generally look at a 6 to 9 month implementation cycle where we start off by blueprinting their business processes and then once those business processes are blueprinted we execute on a change management exercise and deployment.

CEOCFO: *How do companies find Jobsience?*

Mr. Elliott: We actually get many leads by being affiliated as a partner of Salesforce. Salesforce has something called an App Exchange that they heavily market and many people come to the App Exchange who do not have Salesforce that are looking for innovative solutions. We probably drive about 25-30% of our leads from that channel. We get another 25-30% of our leads from customer referral, folks who already using our system who are it to other customers. Then the balance is just direct marketing efforts like paperclip advertising and trade shows.

“What we really started realizing is that not only is recruiting a sales exercise, it is a marketing exercise so we built a bunch of direct mail and direct email functionality into the system so that you can actually send out campaigns, track whether people open them, and leave a score if people do something with the information.” - Ted Elliott

CEOCFO: *What did you learn from this past year's world tour? What has changed?*

Mr. Elliott: We just keep getting bigger and getting more interested customers but what I am really seeing happen is that the market conditions that I have been talking for the last couple years are actually starting to happen. That is surfaced itself and the focus on most of our folks in the professional recruiting realizing that permanent placement is going to be a harder market to be successful in because of a lack of supply of talent. There is a big shift in people looking at their business, and realizing they are not doing well because they are not filling positions. They are realizing that the margins are not as good in the traditional staffing business. That is where we are seeing a big shift in contract labor. Contract labor, traditionally, would have been a secretary, an assistant, or someone you are getting as a temporary worker. We are really seeing it move way up scale into being your programmers, IT department, accounting department, or legal department all on a contract basis. That trend is really rooting itself in the type of demand we are seeing for the market in terms of what they want to see in the product and what they need it to do which is a big shift.

CEOCFO: *How is your system easy to use?*

Mr. Elliott: There are two things. One is that most of the system is built around reports and people, generally, tend to be comfortable using their email account or using an Excel spreadsheet. Therefore, we have worked heavily on integrations for both Gmail and Outlook so that you can operate from your Gmail or Outlook without having to login to anything to get information from our system. The second thing we have done is we have deployed something called Walk Me. I do not know if you are familiar with these popup balloons that when you go to do something the balloon or video will pop up and show you how to do that. We have recently deployed that because what we found was that most people do not want to take a training they just want the information when they need it on demand so that they can figure out things that might not naturally make sense for them. Otherwise, it is a really simple interface. You are pretty much just working with a resume, a job application, and you are emailing people that information to get their response. It is fairly simple process. That I think is one of the key differentiators against our competition. So if you want to go change a field or you want to change a process, you do not have to hire a business consultant and pay them a fortune to make those changes. You can do it for yourself. It is empowering the end user to control what their experience is.

CEOCFO: *What are some of the advanced functions you are able to offer?*

Mr. Elliott: On the advanced functions, what we really started realizing is that not only is recruiting a sales exercise, it is a marketing exercise so we built a bunch of direct mail and direct email functionality into the system so that you can actually send out campaigns, track whether people open them, and leave a score if people do something with the information. We

find that most recruiters do not want to pick up a phone and make cold calls. They want to talk to people who want to talk to them so by embedding into the system the ability to tell who is opened my emails, who wants to respond to me, who wants to talk to me so I focus my time on only talking to those people who want to engage me. We found that it makes a happy user and it actually that is very complex to pull off but once it works, it is a fairly simple tool that allows you to be much more efficient. We also did a great integration with LinkedIn recruiter so that instead of relying just on the resume to be current you can Hoover of in LinkedIn recruiter and see the data at the same time that you are looking at it in our system so you are always getting current information.

CEOCFO: *Why is being truly mobile so important? How have you been able to accomplish what others often claim but do not?*

Mr. Elliott: This is actually one of the big advantages of building on the Salesforce platform. They have a whole team that just does mobile and all we have had to do is adopt their mobile platform and their mobile infrastructure in the hundreds of millions of dollars they are spending on mobile to make our product mobile since we are built on their platform. What we have seen that is really interesting about mobile is that you think that you can build an application for someone in mobile that is everything that is on the desktop, but the reality is you cannot jam everything on your desktop onto your mobile phone. The way the platform works is that end users can define what information they actually want on their mobile phone and they can design their own mobile experience. We suggest an experience to them out of the box but if that is not what they want to do they can rearrange the system to display what they need it to display and that really allows people to build much simpler processes on their phones. I might not need to see everything that I see on my desktop but I need to see contact information and phone numbers so that I can call people. I need to see the status of an application. I need to possibly be able to look at someone's resume on my phone. Those are the things that you can do out of the box with Jobscience and since it is built on Salesforce One, the Salesforce mobile platform, it is being used by tens of thousands of users already before we even started using it for recruitment.

CEOCFO: *Were people skeptical when you first introduced them to Jobscience? Are they usually shocked when they realize it really will work the way you say?*

Mr. Elliott: I think most people that we sell to are on first generation Software as a Service solutions or are still on on-premise solutions. When I leave the San Francisco Bay it soon becomes clear to me that some people still have servers in their offices and I am living on the edge not in the middle so when you talk to them about the fact that they do not need to have IT infrastructure and they do not need to have as many IT staff and they can do this in the Cloud, they look at you like you are crazy. Once they can see it is being done, talk to other customers who are doing, and play with it themselves that is the ah ha moment. I was just over in Belgium two weeks ago and there was an ah ha moment where all of a sudden they were like "wow we really can do this. We see that we can configure it ourselves. We want this." That is when they go from being skeptical to being converted.

CEOCFO: *What has surprised you as Jobscience has grown and evolved?*

Mr. Elliott: That everything repeats itself. At some point in the process, you become focused on things that are important to you at that moment and sometimes that allows history to repeat itself. For example, we want to give great service to all of our customers but we know that certain customers pay us a lot more and are paying a lot more for service than some of the small customers and when you do not pay attention to how you are being clear and setting expectations with people, especially the smaller customers, they begin to expect they should get the Cadillac treatment but you also need to be able to deliver it. So what we have been working pretty heavily on is how to set really clear SLAs and really clear expectations with people because we found that anytime we are gray, people will always assume what they want to assume and it is really important to always be clear when setting expectations with people. Even if it is not the information that they would like to hear, it is better to be straightforward and honest with people than to have any gray. Many misunderstandings come from people just not being clear. That is one of the things that I think I have learned in the business over the 16 years I have been here is that it is super important to be clear.

CEOCFO: *What lies ahead?*

Mr. Elliott: I am so excited about 2016. Jobscience has grown 50% per year since 2010 in our new Force.com business which is really our business today. I believe that we can keep that growth going which is, I think, a pretty phenomenal story. By continuing to build out the product line for staffing and consulting and also specializing in the corporate arena in the area of talent pipelining. So really building a marketing and analytic system for the recruiters to see more and more of their data. One of the things is that we have a CRM. It is the first time you have actually been able to see your data or access your data. I believe most of our customers are sitting on gold mines when it comes to all the information they have. What I am looking forward to doing in 2016 is showing them how to tap into their gold mine with a set of new tools we will be introducing that are driven to let them understand their data and make better decisions.

CEOCFO: *Final thoughts?*

Mr. Elliott: We have a clear sense of mission and direction. We have hired some great people in the last couple of quarters. We brought in the person who built the Salesforce platform to run our development team. We brought in a person from TMP Worldwide to run our operations in customer success. We brought in a guy from OneLogin to run our sales team. We are really getting ready for the next push and I am pumped about that.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



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