

# Talent Matching Case Study

## INDUSTRY

Talent management



## CHALLENGE

Digitalent offers everything from creating a company's career site to digital recruiting campaigns. As demand for IT workers outstrips supply, they actively source and cultivate relationships with potential candidates.

Research analysts maintain a database of all candidates in Salesforce. Since information is spread across multiple objects, finding it was consuming an increasing amount of time.

The output needed to look for one object, such as a Contact (job candidate), and restrict the results based on fields in other objects, such as the Project (job vacancy). Since most candidates are not willing to move more than 50 km, radius filters were a must.

## SOLUTION

Even if results are Contact Objects (job candidates), the various checkboxes and picklists can be querying different objects within Salesforce. Mapping postal codes to geographic coordinates enables a radius search, saving time for the recruiter.

“Multi-object search sold us on KonaSearch,” Vasilić from Digitalent said. “We are also always developing the database and adding new custom fields and objects.”

They can add new custom objects and query the attributes that will narrow results to the most relevant candidates. One example tested rerunning the same search which found 580 candidates compared to previously finding 172.

“I was really satisfied with KonaSearch, both building the custom pages and communicating. We could choose everything we wanted for filters and facets. We knew what we wanted, but Kona also gave us some advice, assisting us in actually seeing what we could use. I noticed that the research team is more motivated to search for candidates in Salesforce. Before, they would rather search on LinkedIn because that was easier.” Vasilić said.

Cultivating relationships with client companies and potential job candidates is a crucial differentiator for Digitalent. Deploying KonaSearch strengthened not only the present-day candidate searches, but also relationship building for the company's future.

