

Case study

McCarthy Stone were looking to find a reliable talent pool of Salesforce professionals in the candidate scarce location of Bournemouth. As an organization which places a high value on diversity and inclusion, they were also keen to bring people into their company who reflected a balanced representation of society – and wanted to ensure their hiring practices matched that.

However, after over a year battling the combined challenges of the Salesforce talent shortage, fierce open market competition, and a lack of interest from candidates in relocating to work at their HQ, McCarthy Stone realized their hiring drive was taking far too long and costing far too much.

Salesforce is a pivotal part of their infrastructure, and used all across their Sales and Marketing processes, so finding the right Salesforce talent was crucial.

Revolent



A new way to solve the Salesforce talent gap

Revolent worked with McCarthy Stone to understand their needs and to define what the “ideal Revol” looked like for them. We provided them with a number of Revols from our talent pool that matched their spec, who were then interviewed by their Salesforce team. The selected Revols started on-site with McCarthy Stone’s team the very next week.

From our first point of contact, all the way through to the selection process and start date, we provided the Salesforce talent they needed in less than one month.

“We wanted Revols that were talented, willing, and showed enthusiasm. Plus, we wanted to choose from a diverse depth of candidates. The candidates that Revolent sent through ticked every box. They were humble, willing to work, and brilliant. It was really refreshing!”

**Director of Technology,
McCarthy Stone**



Revol-utionizing their Salesforce team

Once on-site, the Revols worked largely on Sales Cloud and Pardot and were responsible for managing their own daily activities and completing them efficiently. They helped with a Salesforce transformation program and were also a key part of the client’s integration of Pardot into Salesforce. One of our Revols was trained to be the “go-to” employee for all things NINTEX, and developed the system single-handedly.

The Revols were able to produce solutions in their first four weeks on the job, rather than the 3-6 months that McCarthy Stone had expected. The work that the Revols completed within their first months was also of a far more in-range, technical level than they had initially envisioned.

“Initially, I was sceptical that Revolent could be a more cost-effective solution, while also delivering the talent needed within the timeframe required. And as we were close to launching a service-delivery solution through Salesforce, they would need to hit the ground running to keep up with the workload, it seemed like a particularly big ask. They not only met those expectations, but surpassed them.”



An impact-based partnership

As a result of the work supported by our Revols, McCarthy Stone were able to deploy an entirely new business model through Salesforce. The Revols also supported the business through its sales improvement program, made Salesforce more user-friendly for the business, and continue to evolve the use of Salesforce throughout their organization.

“Revolent were key in terms of our ability to deliver our rental solution through Salesforce, quickly. While this project was led by senior in-house developers, it was mostly implemented by our Revols, who absolutely smashed it.”



Building out the client's talent pipeline: a long-term approach

The flexibility of our model allowed McCarthy Stone the option to take on Revols for single projects, or for the full duration of the Revol's two-year contract, depending on their needs. One of their first Revols, Phil, has now transitioned to a permanent in-house role with the client, building out their in-house Salesforce talent pipeline.

Moreover, as part of McCarthy Stone's genuine commitment to our partnership, each Revol was treated exactly the same as a standard employee, getting involved in daily stand-ups and often sharing solutions across the whole organization. This meant that their contributions were clearly visible to the wider business.

Thanks to Revolent, McCarthy Stone secured high-quality Salesforce talent that delivered value to their organization within four weeks from their first point of contact with us.

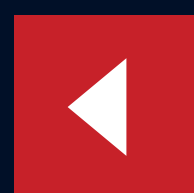
"The cost-effectiveness of Revolent is amazing. The Revols are highly committed to achieving our goals. In our organization, you wouldn't know the difference between a Revol and a standard employee."

They have continued to use Revolent flexibly, and have been able to add resources to their bench quickly depending on their business needs. Revols have worked on key projects such as pivoting the business model, supporting the digital teams on transformation links into Salesforce, as well as legacy transferal, and the Revols continue to advance the use of Salesforce throughout the organization.

Longer term, McCarthy Stone are able to build out their talent pipeline by converting Revols from temporary resource to permanent members of their in-house team, at no additional cost.

"Salesforce is a pivotal part of our processes. When we approached Revolent, we were in the late stages of moving our legacy processes into Salesforce. Now Revolent is nearly 50% of our Salesforce team! If we need someone new, we simply come to Revolent."

Director of Technology, McCarthy Stone





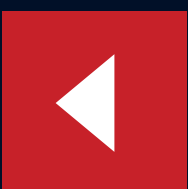
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