

# Recruiting the 21st Century Marine

Responding to potential recruits faster and smarter



## Challenge

Legacy Recruiting Systems cannot provide the tools for the modern Recruiter to connect with applicants and conduct mobile recruiting operations, while providing leaders and staffs the real-time data necessary for timely decision making. Furthermore, these systems are challenged to provide Senior NCOs the necessary tools to provide valuable feedback to their recruiters in a Systematic Recruiting environment to improve recruiter development which maximizes ROI surrounding the Production Management System and Lead Generation, while ultimately ensuring mission accomplishment. As the operational environment increasingly transforms into digital means of operation and delivery, information technology is playing a more dominant role in the competitiveness – and cost-effectiveness – of recruiting Marines. Technology is no longer the sole province of IT departments as it has quickly become a weapon system which is a mission-critical component required to gain both a strategic and tactical advantage within the operational environment.

## Solution

Marine recruiters must engage and collaborate with NCO Leadership, Career Recruiters, Commanders, Applicants, Influencers, and their local communities on a single platform that drives innovation and the accelerating pace of talent acquisition. New, innovative tools and solutions are necessary to support how the Marine Corps engage with potential recruits, collaborate internally and ultimately increase lead-closure rates. Watch the [demo](#) to learn how.

## The Salesforce military recruiting platform

Salesforce's recruiting solution gives RS & District Commanders the tools and flexibility to complete their mission based on the terrain on which they stand and provides recruiters a 360-degree view of each recruit. Built-in reports and real-time dashboards provide leadership and staff with visibility into day-to-day recruiting operations and metrics driving Marine Corps Systematic Recruiting. Salesforce's recruiting solution provides a platform for recruiters to engage recruits, and each other, through any channel of communication. Key features include:

### Lifecycle process management

- Capture and enhance the profile of a recruit
- Build the recruit profile including interactions, tasks, documents, and more

### Business process/workflow

- Map key recruiting workflows and manage the recruiting process
- Automate approvals for the assignment of leads

### Real-time analytics

- Create user-defined reports and dashboards
- Track Systematic Recruiting metrics from any device with the ability to drill down into the underlying data

### Front-end compatibility with lead sources

- Optimize sourcing with device-agnostic, custom-branded lead entries
- Capture important details with a data-input lead portal that supports key recruiting events

### Automatic MEPS package generation

- Automate the completion of key Military Entrance Processing Station (MEPS) forms
- Support electronic signatures

### Mobile friendly

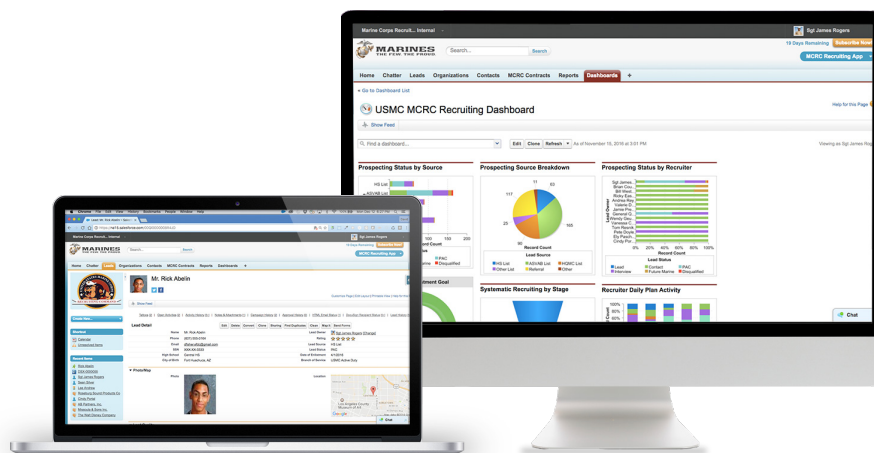
- 100% mobile ready – no additional software or development required
- Supports Mac iOS, Android OS, and Windows Mobile OS

### Secure and trusted

- FedRAMP-approved government cloud
- Provisional Authorization for Impact Level 4 (IL4)

### The world's leading business app marketplace

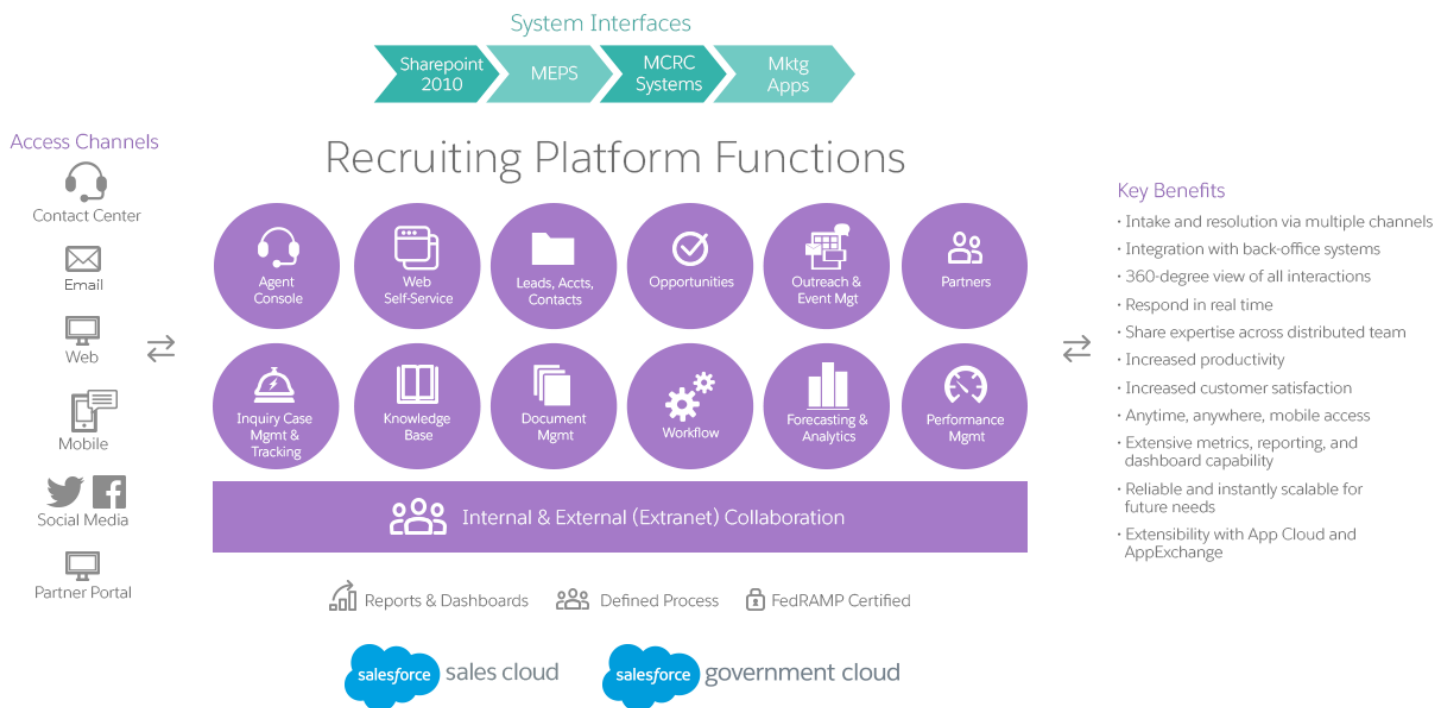
- Extend your program with apps customized for Salesforce – AppExchange has 3,000 apps and thousands of customer reviews to help you easily find best-fit apps



Salesforce's recruiting solution leverages Sales Cloud software as a service (SaaS), which is developed on the Force.com platform. The agile Sales Cloud integrates websites and mobile apps to give recruiters clear visibility into the status of their recruits as they move through the system. Sales Cloud helps provide recruiters with a complete view of each recruit, extensive recruiting analytics, and a secure internal collaboration network that helps recruiters get the information they need to serve recruits faster on the world's most trusted cloud computing platform. By allowing Salesforce to manage all of the hardware and software upgrades, recruiting agencies can focus on increasing close rates versus managing IT.

### Additional Benefits

- Cost-effective: One productive day pays for the monthly subscription
- Easy to procure
- Customized per state- and local-level recruiting needs
- No hardware to set up or software to install
- Upgrades are three times a year with no downtime
- Trusted and secure cloud with access from any device



For more information, contact your account executive to learn how we can help you accelerate your CRM success.

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