



HESFP, LLC, a HigherEchelon Company

Building Tomorrow's Workforce: Future Ready Talent Strategies



Building Tomorrow's Workforce: Future Ready Talent Strategies



Public sector entities face significant hiring challenges that make it difficult to compete with the private sector for skilled talent.

Complex evaluation processes, succession gaps, and legacy recruitment tools, including paper-based systems, further complicate the process, reducing the sector's ability to attract high-quality candidates.

Public sector organizations and agencies must quickly identify and engage with the right talent through preferred channels, assess their capabilities, and persuade them to join, while making the recruitment process easy and paperless. But recruitment is just the starting point.

To stay competitive in an ever-changing landscape, agencies must modernize to attract and retain top talent, enhance productivity, and drive innovation. At the core of this transformation is digitization of manual and legacy processes and using the right tools can make a significant difference.

The Salesforce platform provides public sector organizations with an effective, cost-efficient solution to address the most complex challenges, and supports a high-value, future-facing approach to modernizing human capital workflows.

As a Summit certified trusted partner in Salesforce implementations and human capital consulting, HESFP, a HigherEchelon Company, has helped many organizations make the most of their investments in Salesforce to modernize recruiting, talent management, performance management, and more.

Tackle the Public Sector's Biggest Human Capital Challenges

Many federal, state, and local agencies rely on homegrown, highly customized legacy systems. As those systems near end of life and the institutional knowledge required to run and maintain those systems moves on, the ability to execute core functions becomes a risk.

There is a growing need to replace these aging systems with simpler solutions that do not rely on customer-owned data centers, nor require complex code to operate or maintain, and can meet strict compliance requirements.

More and more public sector agencies and organizations are turning to Salesforce to drive modernization initiatives across disciplines, including human resource workloads. The platform is scalable, adaptable, and cloud-based, making it an ideal choice to serve dispersed teams and mobile-centric constituents.

Most recently, Salesforce released the **Talent Recruitment Management** (TRM) solution for the public sector, which provides a comprehensive, cloud-based platform that optimizes the complete employment lifecycle.

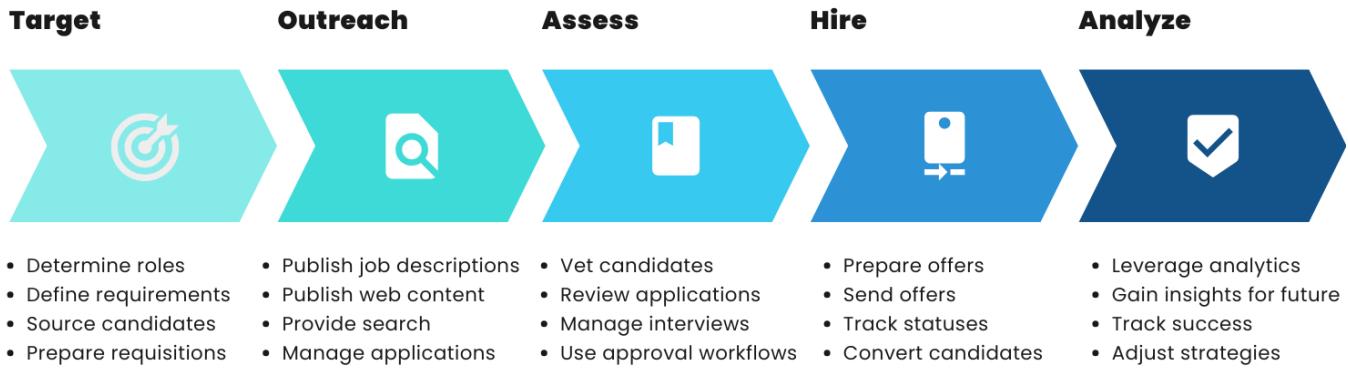
With a long track record of automating human capital workflows in Salesforce, HESFP played a key role in developing the end-to-end TRM solution with Salesforce.

The TRM solution helps government agencies attract and secure top talent more efficiently by integrating automated workflows, digital applicant tracking, and AI-driven innovations like talent matching. It also streamlines onboarding and supports ongoing employee development and performance management.

HESFP is an expert in guiding organizations along the journey to implementing Salesforce Talent Recruitment Management at a time when this tool is most needed to reduce dependence on antiquated local legacy systems and make institutions more efficient.

This unified approach not only modernizes career development and promotes better engagement but also helps public sector agencies build long-term relationships with the next generation of employees.

Ultimately, building modernized human capital workflows in Salesforce saves large institutions such as the Department of Defense, Department of Veterans Affairs, and others valuable time and resources, increasing efficiency.



Target: *Capture the Best Talent with an Effortless Job Application Process*



The Salesforce Platform can be customized to suit nearly any use case across industries by an experienced implementation partner like HESFP. This transformation begins by streamlining data-heavy, manual processes involving multiple stakeholders, such as recruiting and hiring.

To attract the right talent, applicants need to know not just if they're the right fit for your organization, but also if your organization is the right fit for them. Then, the application process must be simple, engaging, and easily trackable by all parties involved.

The TRM solution provides the ability to quickly build a publicly accessible careers site in Experience Cloud – a Salesforce web portal creation tool – offering job seekers easy access to web content, Salesforce Knowledge articles, career path items, development programs, and even video testimonials from current employees.

The careers site can also offer a search feature, allowing job seekers to easily find and view available job postings.

A customized, guided job application flow can pre-fill applications with previously provided information, helping returning applicants avoid duplication of effort. Instead, they can focus on uploading supporting documents, adding key details, and submitting all necessary information required by your recruitment team.

Importantly, after applications are finished, administrators can enable applicants to easily track their application status on the career site and view previous applications and statuses, eliminating the guesswork for candidates.

Outreach: *Transform Management of Requisitions, Positions, and Job Postings*



A seamless process is crucial for attracting and retaining top talent, reducing time-to-fill, and ensuring a positive candidate experience, which ultimately strengthens organizational effectiveness and promotes workforce stability.

By unlocking the power of the TRM data model, human resources staff can define and organize occupations, categorize positions and pay grades, and effortlessly add job roles tailored to workforce needs. Recruiters can collaborate with hiring managers to create requisitions while crafting and publishing eye-catching job postings on the careers site in Experience Cloud.

Administrators can set up seamless approval workflows with clicks, not code, ensuring requisitions and job postings are reviewed quickly and efficiently to speed up the hiring process. And throughout, objects, fields, and relationships can be easily customized to include all required data points.

Assess: *Accelerate Talent Evaluation to Help Maximize Vetting Efficiency*



As a recruiter or human resources (HR) professional, sifting through thousands of applications can be overwhelming.

Salesforce's TRM solution simplifies this process, helping staff quickly evaluate, vet, and hire the right candidates with speed and precision so your team can focus on what truly matters: finding the perfect fit for your organization.

Salesforce Talent Recruitment Management can reduce your time to hire by up to 50%.

The TRM solution helps HR staff easily identify applications that meet screening requirements. To ensure the best talent pool is evaluated, candidates that previously applied can be retained in a candidate pool and can be considered alongside new applicants.

Out-of-the-box toolsets like Action Plans can be used to create standardized lists of tasks and document upload requirements with assigned owners and deadlines to automate and track the steps needed to complete a specific business process.

This includes steps such as interviewing, debriefing, and provision of feedback, enabling HR personnel to track a candidate's assessment process with all information stored in a single location for ease of access and transparency.

Hire: *Enhancing the Offer Process to Close the Deal with Effectiveness and Impact*



With vetting complete, providing offers of employment quickly and accurately can be the difference between landing the perfect candidate for a critical role and losing them to another organization.

After evaluating applicants either on an internal Experience Cloud site or within the out-of-the-box Talent Recruitment Management App, updating the status of an application to "Employment Offer" to move the candidate on to the next phase of the process is simple with all evaluation and other data stored in one place.

Employment offers can be created easily right in Salesforce with out-of-the-box functionality. Human resources staff can select an offer date and time, an expiration date, pay grade, and salary, and pull in any other candidate information required to personalize the offer without manual work.

Then, the offer can be shared with the applicant with the click of a button, followed by additional vetting, enabling HR staff to finalize the offer and close the deal while tracking communications and offer acceptance progress.

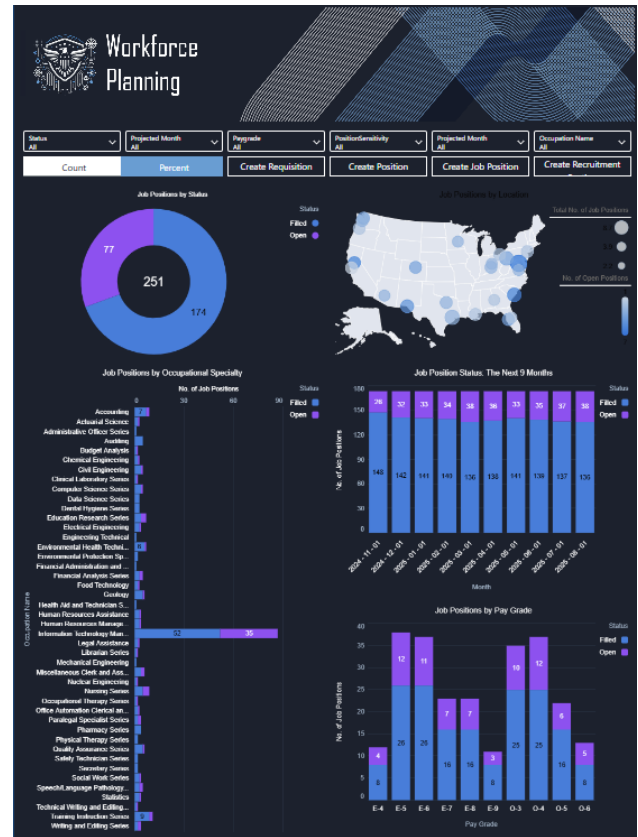
Analyze Make Data-Driven Decisions with Real-Time Analytics



After targeting the right candidates, completing outreach, assessing a pool of applicants, and hiring talent, how do you know your organization truly landed the right people?

Public sector HR teams must often use spreadsheets, legacy systems, and paper forms to manage recruiting and hiring, making it difficult to develop effective long-term human capital strategies. The labor-intensive, time-consuming process of manually compiling data also hampers the ability to make quick, informed decisions.

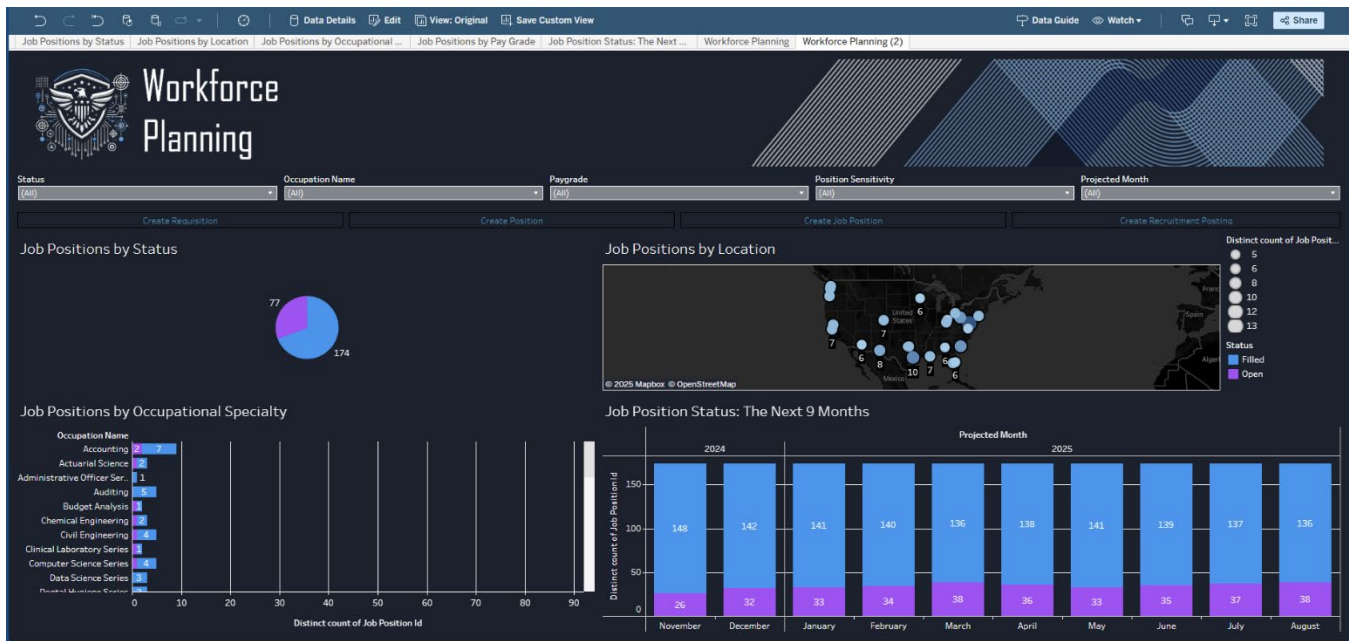
With Salesforce CRM Analytics, however, HR staff gain access to real-time, easily accessible data, enabling them to make data-driven decisions faster, without the bottlenecks of traditional methods.



Dashboards configured on a homepage easily accessible to internal human resource staff provide a comprehensive view of key data at a glance, displaying job positions by almost any metric supporting good decision-making including specialty, status, pay grade, and even location on an interactive map.

Advanced filters allow HR staff to dive deeper into critical metrics while customizable buttons enable the creation of requisitions and positions directly from the dashboard, streamlining the entire process from analysis to action.

And the best part? Data is always current; no more spreadsheets, paper forms, or manual work to slow your team down.



If Tableau is preferred for visualizations and data analytics, most of the above-mentioned capabilities are also available with that toolset.

Analyze: Quickly Assess the Impact of Hiring and Recruitment Strategies



The digital transformation of recruitment and talent management systems provides organizations with valuable insights to better align their recruitment efforts with overall mission objectives.

HR departments must be aligned with the organization’s mission, vision, and values to reinforce who is recruited, how they are evaluated, and what behaviors are rewarded.

With the right platform, tools, and data, organizations can evaluate whether the criteria used to recruit candidates remain relevant and effective over time. Predictive analytics further enhance this process by

identifying factors that influence long-term success and career impact.

By integrating these insights into talent management strategies, public sector organizations can not only attract the right talent now, but also foster long term development, engagement, and retention in alignment with the mission and goals.

A key part of this analysis is ensuring teams have real-time access to the right data. Salesforce’s seamless integration with systems like PeopleSoft, USA Jobs, and others enables a unified approach.

A key advantage in teaming up with a Salesforce implementation partner like HESFP is access to a team that specializes in creating and maintaining these types of integrations. By consolidating data across systems, HESFP helps organizations streamline their processes, improve decision-making, and enhance overall efficiency in managing talent.

Activate Your Talent Strategy. Real-World Results with Salesforce

Numerous public sector organizations and agencies are already leading the way in revolutionizing the talent management experience with Salesforce, including a key Department of Defense (DoD) unit in need of a modernized approach to processing and assessing candidates.

This unit's existing process relied on manually calling over 10,000 candidates and tracking results using spreadsheets, emails, and PDFs. Leadership lacked visibility into process bottlenecks, and recruiting efforts became less successful as younger candidates were increasingly less responsive to phone outreach.

To address these and other challenges, HESFP implemented a modern solution using Salesforce and Experience Cloud to automate application processing, improve candidate engagement, and enhance data visibility to support decision-making.

As part of the solution, the unit bulk imports candidates meeting eligibility criteria and automates outreach via email. Candidates can express interest using two portals built on Experience Cloud and complete their applications online, reducing manual processing to near zero.

Application data is completely centralized in Salesforce, which maximizes reporting potential, increases team efficiency, and provides leadership with real-time insights through dashboards.

File management is more efficient with bulk downloads and search filters, and role-based access ensures that hiring team members only see information relevant to them, protecting Personally Identifiable Information (PII). This solution significantly reduced manpower burden.

This example highlights the broader theme of the platform's flexibility. While the functions showcased here go beyond traditional CRM, the core solution's extensibility enables significantly greater value to be gained from the investment.

A Modern Take and a Long View on Talent Management

Are you ready to modernize systems, speed up processes, and compete for top talent with a platform that sets you up for long term success? HESFP can help.

Forward-thinking organizations use efficient, modern, scalable, sustainable processes and systems to target, assess, hire, and retain top talent while using performance and retention data to refine recruitment strategies and ensure alignment with mission-critical needs.

By digitally transforming talent recruitment management systems and leveraging analytics, organizations can continuously evaluate and improve, ensuring the skills and attributes sought during recruitment remain relevant throughout an employee's career, fostering long-term success and alignment with the organization's mission, vision, and values.

Work With HESFP

HESFP, a HigherEchelon Company, is a multi-award-winning, Salesforce Summit level Consulting Partner with 700+ active partner program certifications held by our staff and a near-perfect customer satisfaction rating on the Salesforce AppExchange.

We provide expert Salesforce development and implementation support services to modernize and improve organizational processes and efficiency. We utilize an Agile framework with a focus on technology and processes to enhance the business value of the Salesforce platform.

As a strategic partner to Salesforce, HESFP has an expert understanding of what tools to use in Salesforce's portfolio to achieve the best results for our clients. HESFP's parent company, HigherEchelon, is a Service Disabled, Veteran Owned Small Business (SDVOSB), and with a high concentration of veterans on staff, HESFP has a special affinity to Public Sector customers and workloads.

For more information, visit our [website](#), find us on the [AppExchange](#), and follow us on [LinkedIn](#).



HESFP, LLC, a HigherEchelon Company
www.hesfp.com