

people2.0

GLOBAL WORKFORCE DEPLOYMENT

People 2.0 is a full-service Business Process Outsourcing (BPO) company offering a full spectrum of talent engagement services. Today People 2.0 is the premier global workforce deployment platform as well as the trusted advisor and subject matter expert to clients around the world. People 2.0 supports a global network of affiliate partners including LinkedIn, AIG, Peoplenet and Monster.

PRODUCTS:

Marketing Creatio, Sales Creatio, Service Creatio

INDUSTRY:

Professional Services

REGION:

USA

CHALLENGE:

People 2.0 outgrew its legacy CRM – InfusionSoft - where adoption rate was low and customizability options were minimal. Furthermore, the ability to sell and market to two different audiences within the same system was not manageable; the entire organization was using multiple systems, causing disconnect between departments.

People 2.0's Requirements:

- Marketing, sales and service on a single platform
- User-friendly UI to drive user adoption
- Multiple pipelines available for various staffing and recruiting products
- Every c-suite member to have company activity oversight (marketing efforts and sales pipelines)
- To efficiently and effectively handle service requests

SOLUTION:**Creatio provided the following:**

- User-friendly and customizable interface driving a high user adoption rate
- A unified platform merging marketing, sales, and service departments
- A single database of all accounts and contacts for more organized customer data management
- Automation of the complete customer journey — from lead to sales to ongoing support
- Customizable platform to satisfy two industry requirements: staffing and recruiting
- C-level oversight of all company activities through easily accessible pipelines and dashboards
- The ability to adjust business processes as needed to accelerate change

BUSINESS OUTCOMES:

The service case processing and follow-up time decreased by almost two-fold.



More than 30% increase in employee productivity.



Increase in system usage due to user-friendly interface.

The system fulfilled the needs of People 2.0. The company witnessed a high user adoption rate that naturally resulted in increased productivity and operational efficiency. Creatio enabled People 2.0 to accelerate system adoption and gain control over company processes.