



Case Study

# Developing your Salesforce centre of excellence at speed

**Revolent**

**World-leading cloud talent creation**

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## How Salesforce consultancies are building their Center of Excellence fast and at volume using talent creation programs

Salesforce end users aren't the only types of organizations that can benefit from using talent creation programs to develop their pipeline. When new customers or new projects drop, often consultancies need to increase their muscle and expand their bench at short notice.

This was the situation Salesforce platinum partner Publicis Sapient was facing following several project wins. To deliver on a major new assignment, Publicis Sapient required 15 consultants with the right technical knowledge and soft skills—and they needed them in less than 12 weeks.

### The Everest of Salesforce hiring

With stringent requirements and a tight timescale, the firm was truly up against it: perm hiring would take too long and there weren't enough candidates out there; contracting would be expensive; grad programs wouldn't yield the technical skills the project required anywhere near quickly enough.

"We approached Revolent because we had to expand our technical Salesforce ability fast," recalls Joff Bukht, Head of Operations at Publicis Sapient, "But we didn't want to sacrifice on quality; we needed high-quality professionals who were able to deliver for our clients immediately."

Revolent sourced and hired the required professionals and put them through a customized training program, resulting in all candidates becoming certified, customer-facing, billable consultants from day one.

"Revolent handled all the interviews, and their excellent pre-screening process meant we only saw the absolute best fits," says Joff.

"We ended up hiring 90% of the candidates they presented to us."



## Tailored training, impactful results

Once Publicis Sapient had selected their top 15 candidates, Revolent's Salesforce-certified trainers delivered nine weeks of intensive instruction, which included a mixture of hands-on technical learning and custom training that was tailored explicitly to Publicis Sapient's processes, culture, and ways of working.

The focus of Revolent's instruction is to ensure consultants absorb knowledge—not just memorize it—so candidates truly understand how their skills are contextualized in a commercial environment, meaning they're able to hit the ground running.

“We were under pressure with a very tight timeframe, tied with the volume of candidates we needed to recruit—without working with Revolent we would have found it hard to fill all these roles.”

David Gillard, Chief Operating Officer, Publicis Sapient

Revolent successfully placed 15 Salesforce-certified consultants on a six-month client project, working alongside Publicis Sapient's tech leads to deliver high-quality Salesforce solutions. As a further testament to Revolent's understanding of both the individual roles and Publicis Sapient's internal culture, the company received no requests for personnel changes during the project.

"Revolent's work didn't stop once they'd delivered the candidates," said Joff. "They provide ongoing training, including additional certifications, for our new hires while they're on the job."

## Creating a reliable talent pipeline

As well as undertaking weekly and monthly check-ins to make sure everything is going smoothly, Revolent has placed an additional six people with Publicis Sapient to fill more senior roles on other projects, enabling them to flex their resources as and when required.

"Working with Revolent has enabled us to flex our resources as and when we need to, safe in the knowledge that we're always going to get fantastic, qualified, and ready-to-go talent quickly. We issued a huge challenge to Revolent, and they rose to it exceptionally well.

I'd highly recommend Revolent to other Salesforce partners; what they offer is an unbeatable opportunity to build your talent pipeline and get access to the certified professionals you need to deliver for your clients, in an efficient, cost-effective way."



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