

salesforce

The Salesforce APAC success story

With the world's #1 customer relationship management (CRM) platform, Salesforce helps businesses and communities achieve their most ambitious business plans, solve their biggest challenges, and harness their successes to leave our planet a little better than we found it.

Employees 50,000+

Location Global

Industry Technology

Products OneHub | Benefits

Objectives

Level up the employee experience

1

Align benefits tech with employee expectations

2

Tackle the admin challenges

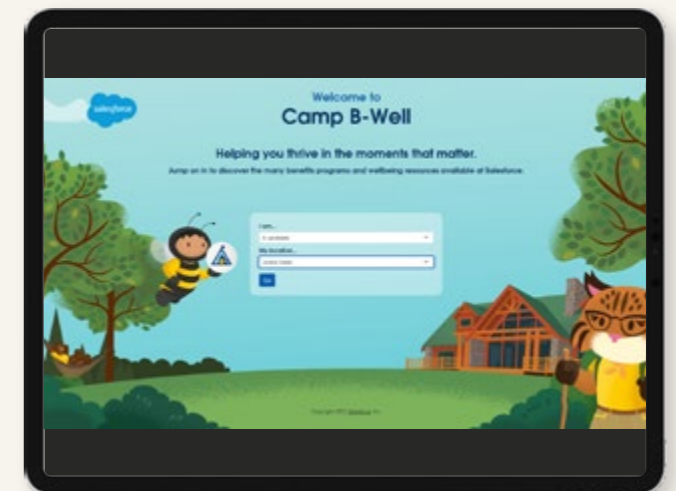
3

The challenge

"When looking at any new technology or initiative or process, the key thing I always consider is our employees' experience. We saw that mobility around the APAC region was common, but the experience of these employees differed from country to country. Our people had sometimes found it difficult to learn about their benefits or even access vendors when moving to another territory, so we wanted – as far as possible – to standardise our benefits solution across the APAC region.

In the years that I've been working in total reward, I've definitely seen a transformation in what employees expect from their tech. It used to be that benefits could be surfaced on a simple intranet

site; now it needs to be mobile, and the look and feel is essential. The more people have become used to seamless tech, the more important it's been to make sure we reduce the barriers or number of clicks it takes to access information. We needed a solution that was polished and focused on user experience."



"We saw a great reduction in the number of cases being raised as our employees were empowered to help themselves."

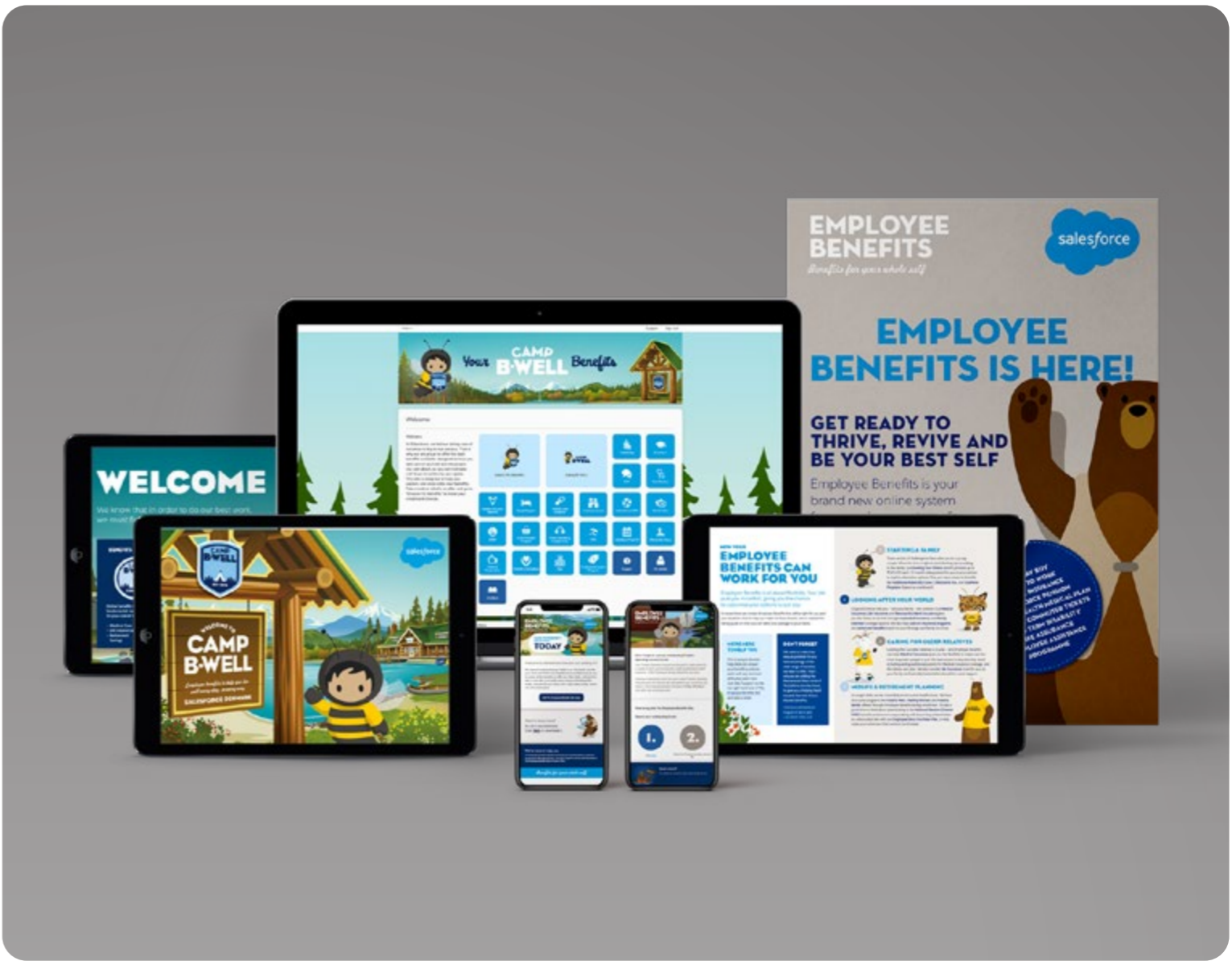


Tatiana Beidar, Head of Compensation and Benefits



Results

“Overall, our launch in Australia, Singapore, and Thailand was hugely successful. I think that, because we always brought everything back to the employee experience and the user’s journey with the technology, our new system was always going to be a hit. Rolling out a global benefits platform in many territories is complex without a doubt, but when it’s an intuitive system that’s designed for both employees and admins, you can’t really miss!”



Ready to connect to your employee experience?

