TITAN

57% Faster Application Processing At Strategic Solution Partners

Industry: Hospitality

Customer Since: 2024

Products: Experience Studio

Features: Portals, Automation

COMPANY BACKGROUND

SSP provides temporary staffing solutions to hospitality businesses across the United States. The company specializes in helping hotels fill interim staffing and leadership gaps, particularly when management turnover creates operational backlogs. Operating entirely remotely, SSP works with a distributed team and a network of contractors who support its hospitality clients nationwide.

STRATEGIC SOLUTION PARTNERS' CHALLENGE

SSP uses Salesforce for CRM and ATS, but its recruitment process was manual. Candidates were sourced through LinkedIn and Indeed, where recruiters reviewed applications individually. Qualified applicants were manually entered into Salesforce. Without recruitment automation connected to Salesforce, the team spent time processing applications and communicating with candidates through email and LinkedIn.

As a remote company, SSP needed a way to collaborate with applicants and contractors without adding unnecessary costs for users who only required portal access.

TITAN'S SOLUTION

SSP built its first branded Salesforce applicant portal.

New applicants enter information on the portal, which syncs to Salesforce, where profiles are created automatically. The portal shifts data entry to applicants, allowing SSP's team to focus on verifying information.

With automation for Salesforce, SSP now manages applicant intake through its CRM and ATS workflows, and the portal provides candidates with a self-service experience.



KEY RESULTS

- **57% Reduction in Application Times:** Using a no-code Salesforce portal, SSP reduced applicant processing time from 8–14 days to just six days, representing a reduction of up to 57%.
- **Recruiting Automation:** The external no-code Salesforce portal does not require the internal team to manually create individual profiles or enter skill codes for applicants.
- **3,600 Applicants Projected Annually:** At a monthly volume of 300 applicants, SSP is on pace to process approximately 3,600 applications per year through its Salesforce applicant intake workflow.
- **Nearly 600 Active Contractors Supported:** SSP's live candidate portal for Salesforce supports a network of close to 600 active contractors, helping the company manage recruitment across its distributed workforce.
- **More Self-Service Opportunities:** SSP is considering additional self-service portal experiences for its future remote workforce portals. These could give applicants Salesforce resume upload capabilities and allow them to update personal details and vacation plans without ongoing email exchanges, helping SSP support its growing contractor community.

"The adoption rate of Titan is extremely quick at SSP. I would say yes to recommending Titan to another Salesforce-first team." - QiQi Das, Director of Operations at Strategic Solution Partners.