



EQUIFAX® WORKFORCE SOLUTIONS (TALX): INFOR CRM

ORGANIZATION

Over 9,000 clients, including small private employers, public sector organizations, Fortune 500 companies, and nonprofit organizations nationwide all turn to TALX, provider of Equifax® Workforce Solutions for human resource, tax and payroll-related services. TALX understands the importance of efficient corporate communication and the benefits technology can bring. For more than 10 years, TALX has depended on Infor™ CRM, supported by XTIVIA, as a primary corporate communication tool.

In 2007, TALX was purchased by Equifax, one of the big three credit reporting agencies. As of 2010, integration was completed and TALX now officially operates as a division of Equifax. In October 2012, Equifax changed the name of the TALX business unit to Equifax Workforce Solutions to reflect the organization's commitment to leveraging its extensive workforce data with the analytics resources of Equifax.

CHALLENGE

Over the past decade TALX has experienced tremendous growth, with the resulting need to assimilate employees, client data, and cultures. Infor CRM has proven to be a capable tool in facilitating this growth.

XTIVIA provides valuable guidance in overcoming the inherent challenges related to the rapid growth and disparate databases. As the data from the various CRM applications and legacy systems is imported into Infor CRM it is standardized so that it adds value immediately. "XTIVIA is a valued partner for innovative solutions ensuring the database remains relevant to our changing business model," says Candy Fink, database administrator for TALX.

SOLUTION

Implementing Infor CRM has provided them with the benefits of efficient data access across the organization, from sales to operations and client support. "Infor CRM provides our users with visibility into real-time data from one single source," says Fink.

As the company has grown, so has the need to quickly distribute key messaging to clients and prospects. As an example, TALX needs to rapidly notify clients of any regulatory changes that could impact their organizations. Using the Query Builder function in Infor CRM, the company is able to assemble lists of contacts to receive specific, targeted messages.

More than 600 reports are now generated weekly from Infor CRM data, affirming the key role the solution plays in the organization.

XTIVIA also introduced TALX to Swiftpage™, a marketing automation tool that integrates tightly with Infor CRM. Swiftpage captures the send, open, click, and bounce rates of each email message and brings these statistics into Infor CRM. By using these metrics, the company has increased the open rate of marketing email messages and lowered the bounce/unsent rate from an average of 18 percent to less than 2 percent, reducing costs and allowing the marketing department to more effectively focus on the most promising targets.

RESULTS

The company's sales and marketing efforts are supported and enhanced through the use of Infor CRM. "We utilize the Leads function in the software to track all of our leads, keeping them separate from our contacts and accounts," explains Fink. "Trade show leads are easily imported and can be distributed to our teams for follow up based on criteria we define."

Marketing campaigns are designed and launched with Infor CRM and the results closely monitored. "The results provide us with valuable feedback for understanding the needs and interests of our audience," says Fink. "We use this information to help us improve the results of future campaigns."

KEY COMPONENTS

SOFTWARE

Infor™ CRM
Swiftpage™





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RESULTS CONT.

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TALX has a powerful partnership with Infor CRM and XTIVIA, one that enhances its business operations and promotes its continued success.

XTIVIA OVERVIEW

Since 1992, XTIVIA has established a proven, global reputation as a company delivering cutting-edge professional solutions to our clients' specific requirements, regardless of the complexity of the projects. XTIVIA's success has stemmed from a proven ability to deliver quality professional services, allowing the client to leverage technology successfully, competitively, and profitably. XTIVIA has received additional awards this year from Liferay, CIO Review and Inc. 5000. XTIVIA has offices in Colorado, New York, New Jersey, Missouri and Texas.

CRM OVERVIEW

XTIVIA's knowledgeable CRM team has more than 90 years of combined experience in customizing and integrating CRM systems for companies of all sizes, crossing all industries. We offer multiple CRM systems, an extensive list of enhancements and superior integration skills—all the necessary ingredients to empower your organization to dramatically improve the customer experience. Our industry-leading live support and certified CRM training add another dimension of excellence to our CRM offering, expanding our ability to deliver effective solutions and drive outstanding results for your organization.



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-CANDY FINK, DBA, TALX

