Transforming
talent management at DOD

A unified system can modernize the experience for military and civilian personnel from recruitment to retention to retirement

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THE DEFENSE DEPARTMENT faces a number of challenges when it comes to managing the careers of active-duty service members and civilian employees. For one thing, the young people coming out of high school and college are digital-natives. They understand how technology should work and have high expectations for the capabilities they want at their fingertips.

They also have high expectations for career growth. To meet their needs, managers must show a clear path for training and opportunities so employees and service members can continue to develop, while also providing them a platform to monitor their personnel records and track career progression.

Evolving beyond silos

Unfortunately, the DOD systems that support talent recruitment, development and evaluation processes evolved in their own silos. However, with technological evolvement, we now have the ability to integrate all that information and transform the experience for employees and their managers by providing a unified platform.

The Salesforce Customer 360 platform offers a full-spectrum approach to overseeing all aspects of an individual's DOD career in one integrated platform. This enables managers and employees to monitor and manage progress from recruitment through training and professional development, through assignment and position changes, and ultimately through separation or retirement. It enables DOD to manage personnel in a smarter, faster and more cost-effective way.

Achieving and measuring success

With the Salesforce platform, managers create a record for a new military service member or civilian employee that flows into the training and development component of the system. Managers can input and track information about existing skills, additional training and job responsibilities, followed by performance evaluations and goals for improvement.

Tableau enhances the management and visualization of that data, while MuleSoft offers the ability to integrate and process data from legacy systems. Using a robust and enhanced artificial intelligence capability, leaders can track factors that affect the employee experience, such as performance, conduct and disciplinary problems, and why and when people decide to leave DOD. The insights from AI and analytics empower leaders to proactively address issues and improve employee quality of life, mission effectiveness and retention.

At Salesforce, we believe the key to success lies in understanding how agencies measure their own success in terms of recruitment, retention, development and performance evaluations. When our customers succeed, we know we're succeeding.

In accordance with our core value of trust, we take the most stringent precautions to protect agencies' data while helping them transform the way they manage their most valuable resource: their people. ■

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