Quick facts about Safesforce

Salesforce is a global cloud computing company that develops customer relationship management (CRM) solutions and provides business software on a subscription basis.

**Founding year:** 1999

**Footprint:** Global
consistent monitoring and reassessments to ensure a pay gap of zero.

Under the guidance of Salesforce’s Employee Success team, new job codes and standards were devised to ensure equal pay for equal work. Other changes implemented across the employee life cycle include the following:

- **Coaching hiring managers on the responsible use of artificial intelligence (AI) models** in recruitment through Trailhead—a free individualized platform for upskilling current employees to close skills gaps. According to Salesforce, when leveraged effectively, AI can help recruiters identify applicants and enrollment trends across locations and gain insight into campaign effectiveness and reduce applicant attrition. The company’s blind survey of 750 hiring managers in business units, human resources, and IT teams in the United States also reveals that 88 percent of hiring managers agree that formal retraining programs to improve existing employee skill sets will be crucial in the years ahead.

- **Shifting recruitment approaches to focus on competencies rather than personality traits** after analysis revealed that 40 percent of top performers did not come from the enterprise software background that Salesforce tends to be associated with.

- **To improve family-friendly policies, Salesforce implemented a gender-neutral policy that allows for 26 weeks of paid parental leave.** The company also uses tools that enable more flexible work for
employees—particularly mothers and new parents. To streamline the work of remote teams, Salesforce integrates in-person performance management strategies such as (a) daily touch points at fixed times, (b) weekly feedback sessions for ongoing and new projects as well as quarterly performance reviews, and (c) building on team cohesion through weekly or monthly teleconferences.

Salesforce’s intentional approaches to inclusivity give insight into how companies can leverage technology to assess and address gaps in their workplaces throughout the employee life cycle. Today, women represent 33 percent of Salesforce employees globally, and the company’s investments in equal pay since 2015 total $12.4 million.


