



Services: Recruiting Services (Permanent Placement)

Streamlining Recruitment for a Strengthened Team

Marigold Marketing, born from the merger of Emma, Deliver, Campaign Monitor, and Get Feedback, offers a unique approach to relationship marketing. Tailoring solutions to specific business needs, and trusted by 40,000 global businesses, Marigold combines technology and expertise to drive growth from customer acquisition to loyalty.

Marigold rapidly expanded with 567 acquisitions in 5 years, and within the first year of their merger, moved towards Workday® for a comprehensive HR tracking and payroll solution. The transition to Workday coupled with the rapid acquisitions thrust Marigold into a complex web of integration challenges within their tenant. With disparate HR and payroll systems from legacy companies, Marigold encountered immediate hurdles in ensuring payroll accuracy and the slim internal team found itself stretched thin.

Amidst the complexities, Marigold sought solace at Workday® Rising in August 2022. Here, they crossed paths with a Syssero client who shared their struggles and recommended Syssero's services. Faced with the inefficiencies of traditional hiring platforms, Marigold embraced Syssero to streamline their recruitment process. With this, Syssero's strategic approach presented Marigold with several candidates within 1 week of their initial request, all possessing the specific Workday® expertise needed. This eased the burden of traditional resume screenings and took the load, and allowed Marigold to fill their need almost immediately.

Recognizing the broader need for expertise, Marigold extended their collaboration with Syssero to include an additional permanent hire and 4 ad hoc roles for upcoming critical projects ranging from Absence, Recruiting, Integrations, SME's to permanent HR Partners driving the strategic direction of Workday. Since the initial need, Marigold's partnership with Syssero has become a cornerstone of their success story. Beyond simplifying the recruitment process, Syssero empowered Marigold to navigate complex projects, setting the stage for continued growth and success in the competitive landscape of marketing technology solutions.

"When we engaged with Syssero, we immediately got better candidates which were more pointed to exactly what we needed, had a more well-rounded experience, and were much better compared to LinkedIn. It was significantly better to pair with Syssero who could bring us 5-6 strong candidates versus having to sift through hundreds."

Virginia Grayson, Sr. Director, People Operations Marigold



The Outcome



Reduction of Recruitment Time

by providing several qualified candidates within days of initial request, a ~30% reduction in average recruitment timeline



Enhanced Workforce Capabilities

by expanding internal team's Workday® knowledge >3x through placements & consultants



Easier Selection Process

through providing Workday® SME's pre-screened by Syssero consultants

Let's talk: syssero.com/contact

