

# Customer Story: Salesforce reduces average badge turnaround time by 88.6% using RemotePhoto

*The scene is Chicago. You've just moved here from your small hometown. It's a stark difference from the "everyone's known you since diapers" feel that you're used to, and what is that giant shiny bean doing over there?*

*Focus. You've got 20 minutes to take the subway to your new job; the first-day jitters are jittering,*

*but the excitement of a new chapter feels like ice in your veins. Salesforce. An excellent company ripe with opportunities for growth. You put your earbuds in and swipe your metro card. Here goes nothing.*



The global badging team at Salesforce is expertly in tune with the excitement and importance of an excellent first-day experience; those early weeks set the stage for a person's career and leave a lasting impression on employees. Salesforce has a lot to offer its employees and believes that a spotlight on those benefits during the onboarding process is critical. The last thing they want is for a new hire's hopes and ambitions to be dashed against the rocks of poor a badging process. Jeff Toler, Senior Manager of SecureSpace technology and the overseer of global badging at Salesforce believes that "getting an ID badge should be an uneventful event; if just grabbing your badge becomes an eventful experience, that means we're probably not prioritizing correctly."

Spend a few minutes with the badging team, and it's obvious they want to create a delightful badging experience.

Unfortunately, Salesforce's usual process of obtaining ID photos and creating employee badges started to create headaches for everyone involved. Their traditional approach to getting photos required in-person photo submissions, which led to long lines, quality inconsistencies, processing delays, and administrative overhead. There were also remote and global employees to factor in - badge uniformity throughout the entire company was a concern.



New hires spent hours waiting in line to receive their badges. Instead of exploring their new office spaces, mingling with coworkers, or setting up their laptops, they had flashbacks of waiting in line at the DMV. What a lousy way to start a first day.

And it wasn't just a bummer for the new hires. Security personnel had to manage the long lines while ensuring accurate badging. The centralized operation made it challenging to scale efficiently across the global offices, and the manual process took up significant amounts of time that could have been used for higher-priority security tasks.

***Salesforce ran the numbers, and it took an average of 184 hours for new employees to receive their badges. The magnitude of this inefficiency was unacceptable. It was time to make a change.***

The search for a stress-free way to capture quality ID photos for their global workforce led Salesforce to RemotePhoto through our trusted partner, [ColorID](#). By enabling the smooth, remote collection of high-quality employee photos, RemotePhoto was an essential part of Salesforce's badge creation workflow.



Employees benefit from the convenience of remote photo capture, and the security team no longer spends as much time capturing photos. In fact, ***Salesforce has now reduced its average badge turnaround time to just 21 hours—an 88.6% reduction. These are the kinds of results we live for!***

Salesforce's global badging team has pushed RemotePhoto forward by providing thoughtful feedback for product enhancements. Some of the features seen in the product today resulted from their requests. As a company that values candor, it's been incredible having honest conversations with the badging team about how RemotePhoto can improve. It's how we get better and add more value for our customers. Organizations like Salesforce inspire us to continue building a world ***where quality ID photos just happen.***

You can catch our full conversation with Jeff Toler from Salesforce [right here](#) on the Get the Picture Podcast!