

Resource Options

BULLHORN CASE STUDY

Staffing and Recruiting Software, On Target, On Demand™ • 1.888.GoLive8 • sales@bullhorn.com • www.bullhorn.com



“Our Contract group was the first to adopt Bullhorn. They instantly experienced increased productivity and revenue. At the end of the year, when our Permanent Placement group did not perform as well as the Contract group, they said it was because they didn’t have Bullhorn. Needless to say, we signed them up immediately and now both groups are performing well above expectations and our revenues have more than tripled.”

••• *Matt Carlin, President*

Business Type: Executive search, direct hire, contract

Areas of Concentration: Construction, environmental, engineering, information technology

Resource Options, Inc. (ROI) provides staffing solutions to the construction, environmental, engineering and information technology industries. Before switching to Bullhorn, ROI had built its own applicant tracking system based on Microsoft Access, but as the firm expanded, the home-grown system was unable to perform at the level they needed. The IT department researched many solutions and in the end, recommended Bullhorn as “hands-down” the best solution. Since implementing Bullhorn, ROI’s productivity has increased and revenues have more than tripled.

Challenges:

- The home-grown solution no longer supported the growth of the business.
- As the business expanded, information needed to be centralized and tracked; processes required automation in order to keep up with the competition.
- As ROI serves several specialized, highly competitive industries and positions require specific skill sets, they needed a solution that was as able to meet the precise needs for each industry.
- As the number of clients increased, the accounting department was wasting countless hours by manually entering data and generating invoices.

Solution:

- Bullhorn’s On Demand, fully integrated front office solution combines all the applications ROI needs: integrated email, sourcing, applicant tracking, calendaring, task management, job management and CRM.
- Bullhorn is flexible and able to work the way they do and meet the specific needs of each industry they serve.

BULLHORN®

- Delivered through Software-as-a-Service, Bullhorn eliminates IT infrastructure problems—never limits growth, continually meets evolving business needs.
- Bullhorn is capable of being integrated with their current back office solution.

Benefits:

- **Sourcing and Placing Candidates** – Bullhorn’s search functionality allows recruiters to return specialized candidates, no matter the industry, in the shortest time possible, allowing them to fill positions ahead of the competition.
- **Communication and Collaboration** – The integrated task management feature has increased communication between staff and clients, improving key relationships and increasing productivity.
- **Back Office Integration** – Bullhorn’s time card function enables accounting to collect data from all the regional offices and automatically integrates with their payroll and accounting systems, which has saved both time and money and become an invaluable feature.
- **Scalability/Growing the Business** – Overall, Bullhorn has tremendously increased productivity and continuously helps grow the business. Being able to produce highly specialized candidates for job orders in record time, ROI has since doubled in size and revenue has more than tripled.