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**••• Jay Brunetti, Founder & President**

A tightened labor pool affects employers across all industries – including recruiting and staffing firms. Finding and hiring good recruiters and talent managers is more important than ever in a shrinking talent pool, but also tougher to do. No one knows this better than staffing industry insider, HireAlliance.

As New England’s preeminent provider of recruiters and professionals for the staffing industry, HireAlliance innately understands the factors influencing the process of recruiting, hiring and retaining a talented workforce. HireAlliance has prospered and grown since its launch in 2003 by tapping into an underutilized resource – stay-at-home moms – and by using technology for competitive advantage.

### Keeping a Virtual Workforce in Synch

Two-thirds of HireAlliance’s recruiting staff are former recruiters who left the workforce to raise families. “The nature of our business and the technology we use makes the job a good fit for employees who prefer to work from a home office and at flexible hours,” says HireAlliance’s founder and president, Jay Brunetti.

With so many “virtual” employees, HireAlliance relies on Bullhorn’s integrated front-office software to make sure employees are in lock-step and that communications with clients and candidates don’t fall through the cracks.

“Bullhorn is the center of what we do,” says Brunetti. “It’s not just our contact management system. We use Bullhorn to track submittals and we use the desktop calendar to see all interviews and sendouts that have been set up for clients. And we could not live without Bullhorn email – it automatically captures everything and groups all emails by client. Without doing any organizing we’re able to put our finger on important client correspondences in seconds.”

Staffing firms traditionally have daily “board” meetings or employee gatherings around white boards where daily goals and achievements are reviewed. “We’ve essentially replaced that with Bullhorn,” says Brunetti.

“We also rely heavily on the “Notes” function in Bullhorn. We are constantly using Notes to update each other and to check on the last time HireAlliance spoke with a client or candidate and what was said.”

### Functionality, Structure Fit Needs of Growing Company

HireAlliance credits its growth to the use of good technology. Brunetti sees that trend continuing in the future: he believes the firm will expand its use of Bullhorn – by using more of the functionality, as well as using it on more desktops – as the firm continues to grow.

He says that Bullhorn’s web-based On Demand model has helped the firm add new users – from home or satellite offices – quickly and easily without worrying about setting up new servers and email accounts.

And as the pool of labor talent shrinks, HireAlliance’s recruiters use Bullhorn to recruit passive candidates by tracking and developing relationships over time.

As HireAlliance grows into new geographic regions, Brunetti anticipates using Bullhorn functionality in expanded sales efforts.

“Our biggest challenge is our clients’ ability to hire. Everyone’s trying to find the same five people. Recruiters have to be more tech savvy in order to source, attract and hire the right people.”

### Small Company’s Needs are Heard with Bullhorn

Brunetti has been impressed with Bullhorn’s attention to service, especially in regard to his small but growing firm.

“Bullhorn is very open about soliciting feedback from customers. One time Bullhorn’s CEO Art Papas called me to ask my opinion about reporting. Another time, I noticed that there was no place to enter a candidate’s cell phone number in our records; I suggested this to Art and it was added on the spot.”