

Hireminds

BULLHORN® CASE STUDY

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••• *David Hayes, Principal*

HireMinds, a leading specialty staffing firm in the greater Boston area, prides itself on being a high “touch and feel” styled agency. The formula seems to be working: annual revenue grew 70% in the past year for the company, which specializes in permanent placement services for full-time positions in hot disciplines such as Biotech/Scientific, High Tech, and Creative/Media.

As his company grew, Owner David Hayes knew he needed a comprehensive software system that could keep pace with the growing demand for staffing services and give both his sales and recruiting teams a competitive edge.

He selected Bullhorn for its ability to integrate sales and recruiting components of the business and provide a more open, information-rich environment where client and candidate information are linked and communication and collaboration happen in real-time.

Before switching to Bullhorn, HireMinds used a CRM system to track sales and account information and Microsoft Outlook for its email, but information in either system was not accessible from the other system. With Bullhorn, HireMinds can synchronize sales and recruiting through Bullhorn’s fully-integrated applicant and job management systems, customer relationship management and email and groupware functionality.

“In our previous system, our recruiters would have to highlight information that had been emailed to them and paste it into records in order to capture and share hiring information,” says Hayes. “As a result, we never captured all the information we needed and we wasted our recruiters’ time entering data. With Bullhorn, the information is automatically linked – emails are integrated with other candidate and client files. Collectively, the whole team is saving hours per week while also increasing the integrity of data four-fold.”

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Bullhorn Helps Fill Jobs Faster

Hayes says Bullhorn automates some of the steps in the hiring process and ultimately enables his staff to fill open jobs faster.

“The Calendar and Call Back features are integrated and built right into the Bullhorn system, enhancing our ability to stay in close contact with clients and candidates,” he says. “We’re also really impressed with the Match feature, in which the system automatically suggests candidates. Using the Match feature gets us to think about candidates that we ordinarily wouldn’t have thought of and increases our ability to make matches by a significant percentage. Ultimately, we make more placements.”

HireMinds is also pleased with Bullhorn’s ability to track each step in the hiring process – such as the number of candidates submitted, resumes reviewed and interviews conducted. Such transparency enables HireMinds to flag jobs where activity is lagging and to review client and candidate records for more insight.

“Our other system told what candidate was sent to which company but didn’t give information specific to the job,” said Hayes. “Bullhorn ties candidates to jobs, which is helpful in filling current job openings and also in filling jobs of similar nature in the future. Everything’s more streamlined with Bullhorn. It tracks all of our critical information.”

User Interface is Intuitive and Easily Customizable

“As a staffing firm that regularly places software and web design specialists, we have an above-average appreciation for user interfaces,” says Hayes. “The Bullhorn UI is intuitive and enables our employees to get up to speed twice as fast as with other software systems. And because Bullhorn is web-based, all of our employees use it remotely without the hassle and expense of going through third-party software.”

HireMinds has also found Bullhorn to be easily customizable. The company uses a rigorous screening process for its Science job candidates because there are a large number of criteria for jobs in this field. With Bullhorn, HireMinds has the flexibility to create multiple tiers of skill matching for Science positions and also eliminate and add appropriate fields for each of its staffing divisions separately. Says Hayes, “I added a field to record bonus information and it only took me five minutes to do.”

HireMinds is also in the process of building a new company web site and plans to use Bullhorn’s APIs, which are accessible to all software developers, to link its internal databases and software systems to its web site. The result will be a more dynamic site where candidates can search and apply for jobs that interest them. “We expect it will increase our ability to attract top candidates and give them a reason to visit our site daily,” says Hayes.

Technology Headaches are Gone

Since HireMinds is not large enough to justify having an internal IT staff, Hayes has served as HireMinds’ manager of third-party software and services and even hosted the company’s own email. Over the past three years, prior to Bullhorn, he has survived three major IT crises, including a system crash during which email records were lost and back-up tape was found to be empty. “We thought we were doing everything right,” says Hayes. “We used third-parties to support our internal efforts, but there were still problems.”

Hayes says he’s learned that IT decisions can’t be boiled down to cost and time considerations alone. Security and confidence are big considerations in his IT buying decisions and a big part of the reason he chose Bullhorn. Bullhorn’s Software as a Service delivery eliminates the need for Hayes to purchase hardware and software and contend with installations and upgrades.

“With our past systems, there were issues that kept me up at night,” says Hayes. “Now, with Bullhorn, I don’t worry about it. We offload our IT support to Bullhorn, who does a better job than I can do. Bullhorn allows us to focus on the core of our business – delivering premium staffing services to clients.”

In the end, says Hayes, it’s all about having access to information. “Bullhorn gives us access to information more readily, enabling us to sell and fill opportunities better because we’re empowered with information.”