

# The McIntyre Group

## BULLHORN® CASE STUDY

Staffing and Recruiting Software, On Target, On Demand™ • 1.888.GoLive8 • sales@bullhorn.com • [www.bullhorn.com](http://www.bullhorn.com)



**“One of the deciding factors for selecting Bullhorn was the ability to integrate our sales and recruiting functionality.”**

••• *Ed Faitakes, Director of Sales*

Since 1986, The McIntyre Group has provided temporary, temp-to-hire and direct hire staffing solutions to the Fairfield County marketplace. McIntyre created and maintains a proprietary database of over 29,000 pre-screened and pre-qualified candidates.

Before switching to Bullhorn, recruiters in McIntyre’s Shelton and Stamford, CT, offices used C-PAS, a staffing software package from VCG Software, but increasing administrative costs contributed to the company’s desire to find a new system. McIntyre was concerned about giving up the functionality of its old system, but wanted a solution that could improve communication and information flow between its offices and among its employees.

McIntyre also wanted to find a solution that would integrate its sales team with its recruiters – the two sides of the business were using different systems to store client information, which led to redundancies and inefficiencies.

Bullhorn’s On Demand solution fit McIntyre’s needs. Because Bullhorn is web-native, McIntyre’s administrative expenses decreased while access to information increased.

### Bringing Two Sides of the Business Together

“One of the deciding factors for selecting Bullhorn was the ability to integrate our sales and recruiting functionality,” says Ed Faitakes, director of sales at The McIntyre Group. “The sales team used ACT and our recruiters used C-PAS, but neither side of the business could see what the other was doing, and notes were stored in two separate systems.”

**BULLHORN®**

Now, before they pick up the phone, all of McIntyre's employees can view email conversations, notes and historic activity because they are linked automatically to client and candidate files in Bullhorn. Because it is web-native, and not just web-based, all of the information is accessible from any computer at any time.

### **Bullhorn's Integrated Email and Online Features Out-perform the Competition**

With the old system, the McIntyre sales team used Outlook for email. When implementing Bullhorn, McIntyre switched to Bullhorn's integrated email system and now enjoys all the same features that were available in Outlook, with added functionality that has brought time- and cost-savings to sales efforts.

Compared with Outlook, Faitakes says that creating distribution lists for mass email campaigns is much easier to set up and use in Bullhorn. Bullhorn email also allows users to add notes and tasks to client prospect files, a time-consuming process in Outlook. Bullhorn e-mail's integration with the ATS and CRM databases make it faster and easier for the sales team to contact more people.

McIntyre uses Bullhorn's resume parsing and online applications, which help recruiters save time and reduce the amount of paper files in their office. McIntyre's sales executives and recruiters say that Bullhorn's search capabilities are easier and more intuitive than their previous system's.

### **Relationship has Succeeded Over Long-Term**

In addition to the Bullhorn technology, McIntyre has always been pleased with Bullhorn's responsiveness and high level of customer service.

From the beginning, Bullhorn customized features and workflow to provide McIntyre with functionality best-suited to its business and similar enough to its old system that employees wouldn't have any difficulty transitioning.

McIntyre is one of Bullhorn's first-ever clients and the two firms have a long, successful relationship. "Bullhorn has grown since we began working with them and we like to think that McIntyre has contributed to Bullhorn's success," says Faitakes. "We've worked closely with Bullhorn's service team and made suggestions that have helped improve the system. Bullhorn is developed by software experts, but it evolved through input from staffing firms like us. They're always looking for ways to make our lives easier."