



“Realizing immediate productivity and achieving results is a tremendous advantage with Bullhorn, whether we are adding staff or expanding with new offices. Like Bullhorn, Mom Corps is focused on servicing clients to meet their needs On Demand.”

••• *Allison O’Kelly, CEO and founder of Mom Corps*

Mom Corps, the leader in flexible staffing, provides companies direct access to a previously untapped market of exceptional talent – professionals who have opted out of the traditional workplace. With annual growth of over 100%, Mom Corps continues to meet the balanced needs of over 6,000 working moms with offices in Atlanta, Charlotte, Chicago, New York, Washington D.C., and Boston.

Mom Corps CEO and founder, Allison O’Kelly founded Mom Corps after the birth of her first child. She did not see options in corporate America that aligned with her need to balance career and family. O’Kelly’s own experiences enabled her firm to understand the needs of clients and candidates, finding employment for unemployed mothers who wish to get back into the workforce.

Growing Pains

Since its inception in 2005, Mom Corps’s candidate and client lists continue to swell, annual growth is expected to stay strong, and they’re looking to expand to new regions such as Northern and Southern California. With steady growth, new offices, and additions to the recruiting team, Mom Corps realized their need for greater efficiency and better client service. “Our previous staffing solution software required too many steps for candidates and clients and it wasn’t fully integrated, requiring additional software solutions,” said Allison O’Kelly, CEO and founder. Mom Corps made a strategic decision to implement a new front office system that was fully integrated to meet all of the needs of sales and recruiting people, including email, calendaring, sourcing, applicant tracking, customer relationship management and job management. Since many Mom Corps professionals work virtually, it was also critical for them to leverage a true On Demand solution, available completely over the Internet without ever requiring expensive and time consuming infrastructure upgrades.

Seamless Integration Front to Back

Cognizant of future growth needs, including expanding regionally with additional offices, Mom Corps needed to ensure that all sales and recruiting professionals could share the same information. “Our recruiters are set up on a centralized system so information sharing can take place easily across all of our office locations. We needed a solution with full integration from applicant tracking to sales and billing functionality - a one-stop-shopping solution,” said O’Kelly. After reviewing several vendors, Mom Corps chose Bullhorn because of its comprehensive integration with all aspects of sourcing and placing candidates and managing a client relationship, from generating a job order to billing.

A key advantage to Bullhorn was not only its integrated front office solution, but Bullhorn’s best-of-breed integrated back office strategy. With Bullhorn, Mom Corps was able to select the best back office solution to meet their needs and Bullhorn was able to perform the integration quickly, effectively and seamlessly. Mom Corps chose Intuit QuickBooks as a back office and the Bullhorn professional services team to lead the integration. Mom Corps now uses Bullhorn’s Time Cards to automate time entry, enabling employees to enter time directly into the system, as well as the Web Access Candidate/Client Login, which allows the candidates to enter their time in an online portal, and provides managers with full approval and tracking capabilities. Mom Corps also utilizes the automated invoicing functionality, which provides the capability to group transactions directly into Bullhorn and integrates them into their QuickBooks system. Reduced data entry points and automated payroll and billing processes streamline Mom Corps’ operations, create efficiency gains, and increase the accuracy of data. Additionally, aggregating this data with data that already exists in the front-office greatly enhanced their ability to report on

key metrics and increased visibility of time and billing data across their organization.

“Bullhorn’s integrated front office staffing and recruiting solution drives a more efficient sourcing and placement process for Mom Corps by automating a seamless integration between sales, sourcing, placement and billing,” said O’Kelly.

Competitive Advantages

After implementing Bullhorn, Mom Corps experienced greater synchronization between sales and recruiting teams which resulted in sourcing and placing candidates faster than their competition. Bullhorn’s integrated email enables recruiters to parse resumes into the system, quickly and efficiently. Similarly, when sales generates a new job order from a client, Bullhorn fires off an email alert to the recruiters to begin the sourcing process immediately. With candidate and client information easily shared within Bullhorn, both sales and recruiting can easily view each other’s activity, whether it is a note, email, or a task, resulting in faster placements and greater client satisfaction. This type of passive activity tracking is critical when Mom Corps is working on job orders that may span multiple offices. Additionally, it provides the Mom Corps executive team with the kind of visibility and insight that they need to measure their growing business.

Bullhorn has made Mom Corps more efficient. “We require fewer people to do the same amount of work as before. Our recruiters can spend more time with candidates and clients and less time entering data. Integration was seamless and the software has been very stable,” said O’Kelly. “Bullhorn’s shared calendars, meeting requests, and shared address books really help to keep everyone organized, centralized, and on the same page. Using Bullhorn has helped increase our effectiveness in the way we manage our key relationships.”