

# Resource Options, Inc.

## BULLHORN® CASE STUDY

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••• *Adam Landry, CFO*

Resource Options, Inc. (ROI) is one of the Northeast’s fastest growing locally-owned staffing firms specializing in the construction, engineering and environmental industries. Founded in 1998, the firm has 30 employees and branch offices in Connecticut and New Jersey. In 2004, ROI was named by Inc. Magazine as one of the 500 fastest growing companies in America.

Before switching to Bullhorn, ROI had built its own applicant tracking system (ATS) based on Microsoft Access. As the firm expanded, it outgrew the capabilities of its home-grown system. However, it was the opening of its first branch office in New Jersey that forced ROI to make a change in its technology infrastructure.

ROI decided it needed more than a database and began looking for software that could centralize information, automate certain administrative processes and make its recruiters more productive. In its search for a new technology system, ROI considered client/server technology but determined that a web-based system would be easiest to deploy and maintain. ROI narrowed its search and opted for Bullhorn’s web-based, On-Demand software.

Since deploying Bullhorn, ROI has added 16 employees and two branch offices. “Bullhorn absolutely facilitated our geographic expansion,” says Adam Landry, Resource Option’s chief financial officer. “Using Bullhorn took IT infrastructure off the table as an obstacle to growth. Since using Bullhorn we have more than doubled our revenue. Without Bullhorn, doing so would have been a challenge. Bullhorn freed us to grow at the pace we wanted.”

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### Recruiters are Better-Armed, More Productive

“I can’t begin to quantify how much more productive our employees feel with Bullhorn,” says Landry as he counts the benefits of using Bullhorn. “Our recruiters can log in to the Bullhorn system from anywhere and have access to all the functionality they need to get their jobs done.”

ROI’s contract staffing teams were the first to begin using Bullhorn, and found the Search functionality an invaluable tool. “Our recruiters were able to use Bullhorn for geographic candidate searches, which helped identify the candidates closest to a particular job site,” says Landry.

Before using Bullhorn, most of ROI’s external communications were created by senior managers and pushed out by individual recruiters to their respective contacts. One of the benefits of Bullhorn’s mass email capability is that it has enabled ROI to reach a more targeted audience with a more specific message, resulting in faster and more effective communications.

For example, after identifying appropriate candidates with Bullhorn’s search function, ROI recruiters can email those candidates with information on the specific job description. Recruiters save time because they don’t have to contact each candidate one-on-one or call them to gauge their initial interest, and the enhanced search capability ensures that recruiters are targeting only qualified candidates.

Another benefit of the mass email capability is that it increases recruiters’ visibility. Rather than using email just as a delivery mechanism, it has become another tool for recruiters to use in regular communications with their clients and candidates – either about specific jobs or just keeping in touch.

ROI has also been pleased with Bullhorn’s Timecard function, which enables ROI to collect data from all of its offices and store them in a centralized place. Before using Bullhorn, ROI assigned a person to manually enter the employees’ timecards into its payroll system. Now, Bullhorn automatically links the electronic timecards with ROI’s payroll and accounting systems, saving the company both time and money.

### Pleased with Performance

ROI likes Bullhorn’s intuitive interface and program and says it’s very easy to train new employees to use the system. ROI also lauds Bullhorn’s responsive support team and the customizable nature of the software.