

# Talon (Formerly The Brokers Group)

## BULLHORN CASE STUDY

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**“There is not much we do not do in Bullhorn. One of the reasons we love the tool is that everything is integrated.”**

••• *Joe Kelly, Chief Operating Officer*

**Business Type:** Direct hire, contract

**Areas of Concentration:** Information technology, clinical trials

Talon, formerly The Brokers Group, is a mid-size professional services firm that places both direct hire and contract candidates in higher level information technology and clinical trials positions. In 2009, Talon was listed among New Jersey’s top five executive search firms. Using Bullhorn’s front office staffing and recruiting software has helped Talon build a reputation of being able to quickly find the right candidates for their clients’ staffing needs.

### Challenges:

- Talon needed a solution that would provide complete visibility into the sourcing to placement life cycle to accelerate placements.
- The firm’s objective was to standardize on a single staffing and recruiting platform to promote collaboration and information sharing.
- Lowering total cost of ownership while increasing the scalability of the solution was critical to meet Talon’s growth needs.

### Solution:

- With Bullhorn’s fully integrated front office solution, all of Talon’s sales and recruiting information is in one place, enabling the organization to grow while increasing the productivity of its people.
- Bullhorn provides 360° visibility into every aspect of the sales and recruiting and placement process, enabling Talon to change its business processes dynamically to meet the needs of clients and candidates.
- Bullhorn’s On Demand, integrated front office has provided Talon with the scalability and flexibility it needs to grow and meet the evolving business needs of clients.

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### Benefits:

- **Business Intelligence/Reporting** – Talon tracks goals and metrics on a weekly basis and over the last two years these metrics have steadily risen. By tracking a variety of metrics in Bullhorn, Talon has visibility into the nuances of each position they are sourcing. Bullhorn provides them with a tool that gives them insight into the types of candidates they are sourcing, how they are finding candidates and the length of time to fill a position.
- **Communication & Collaboration** – Bullhorn's powerful tools enable Talon to easily communicate with their clients. Whether sending out a mass mailing or an individual email, Talon can quickly find and track the different communications sent to clients.
- **Scalability/Growing the Business** – Because Bullhorn integrates email, calendaring, candidate sourcing and client management into one system, Talon is able to concentrate on the parts of its business that make it the most successful rather than focus on time consuming administrative functions.