



AGILE MASS PLACEMENT

BUSINESS TYPE

Temporary, permanent and contract

MARKET

Light industrial

THE COMPANY

Subsidiary of a large North American staffing and recruiting services firm

CHALLENGE

In 2010, this enterprise firm was expanding its deployment of the Bullhorn ATS/CRM, rolling Bullhorn out to all its lines of business. The project called for replacing legacy systems at two of the enterprise's recruitment process outsourcing (RPO) contracts and three of its subsidiaries. While creating the functional specification, business analysts identified a mission critical workflow in their existing systems that had to be part of the proposed Bullhorn deployment: the ability to perform mass updates to job placements.

The subsidiary needing this functionality places temporary light-industrial workers, mostly in the energy sector, at rates from \$10 to \$25 an hour. Client companies rely on this firm to put large groups of people to work immediately in roles ranging from oil rigger to construction manager.

The firm's legacy system automated the onboarding of energy workers in groups, which enabled recruiters to shift a greater percentage of their time to more productive activities. Ensuring fulfillment of this high-priority requirement was necessary before the firm would move forward with the Bullhorn implementation.

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SOLUTION

Bullhorn Professional Services developers used Bullhorn APIs to re-create the mass placement update capability. Drawing on its recruiting-industry knowledge and IT expertise, the Bullhorn team not only improved the functionality—it established a new best practice for the firm. In Bullhorn, the recruiter or administrative employee could choose “Select All” to pick the same criteria for every candidate working on a particular project. These criteria included fields such as Start Date, End Date, Pay Rate and Bill Rate (see Figure 1).

Additionally, Bullhorn Professional Services designed this custom capability with the flexibility to handle exceptions smoothly. For example, a recruiter could input a job order of 50 candidates to start on June 15 and end August 30, with each person earning an hourly rate of \$20. If two of the candidates were higher-paid managers, though, the recruiter could change the bill rate for the two candidates to \$35 while still placing all 50 candidates as a group.

The mass placement update capability also handles rapid changes in employee or group status. For instance, when projects end sooner than expected, the firm needs to easily decommission the affected workers. To handle these scenarios efficiently, Bullhorn Professional Services added new fields to the “Stop Placement” screen, including End of Engagement (EOE), Stop Reason and Last Paycheck.

Create Placements

Candidate	Start Date	End Date	Pay Rate	Bill Rate
Jim Smith	06/15/2010	09/15/2010	\$0	\$0
Randy Johnston	06/15/2010	09/15/2010	\$0	\$0
Ana Garcia	06/15/2010	09/15/2010	\$0	\$0
Trevor Black	06/15/2010	09/15/2010	\$0	\$0
Chris Ramone	06/15/2010	09/15/2010	\$0	\$0
Carlos Houser	06/15/2010	09/15/2010	\$0	\$0

Figure 1. The “Create Placement” window

Stop Placements

Candidate	Status	End Date	ROE Req'd	Stop Reason
Jim Smith	Completed	12/02/2011	<input checked="" type="radio"/> Yes <input type="radio"/> No	A - Shortage of Work/Contract Ended

op Placements

Inst. For Last Paycheque	Stop Comments	Stop?
tract Ended	Select One	<input checked="" type="checkbox"/> Check all / Uncheck all
		Stop Placen
Stop All Selected Placements		

Figure 2. Custom fields in the “Stop Placements” window



RESULTS

The Bullhorn Professional Services team developed, tested and deployed the system, meeting all the customer’s functional requirements and completing the work in less than two weeks. The system began running in production in the spring of 2011, and the recruiting firm uses it today to place groups of candidates in a wide range of roles for its energy-industry clients.

In summary, the Bullhorn Professional Services team rapidly delivered a custom solution by leveraging the flexibility of Bullhorn’s APIs and tapping its organizational knowledge of recruiting best practices. Today the staffing and recruiting firm has a faster, more agile and more efficient solution.

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