

Leading Northeast Staffing Firm Improves Communication and Productivity Using Bullhorn

Winter, Wyman, an industry leader for more than 35 years, is one of the largest and most recognized staffing firms in the Northeast. As a corporate philosophy, Winter Wyman states that “access” is one of the most critical elements to success in the staffing industry. But running weekly reports on the company’s old system was labor intensive, required manual tallying of benchmarks, and only provided archival reporting.

To improve access to qualified job candidates and to help provide top-quality client service, Winter, Wyman chose Bullhorn as its partner for their staffing and recruiting solution. Now with Bullhorn, Winter, Wyman has 360-degree visibility into each step of the staffing and recruiting process; sales and recruiting are completely synchronized — driving faster placements and helping keep the company in the forefront of the industry.

CHALLENGES

- Existing legacy systems were disjointed, difficult to use, and unable to handle all aspects of the business.
- There was no synchronization between vertical industry recruiting teams.
- Visibility into the sales and recruiting processes was poor; tracking client and candidate activity was extremely difficult and absorbed time needed to focus on client relationships.
- Their legacy systems lacked the ability to generate forecasts and track performance metrics.

SOLUTIONS

- Bullhorn combines all the applications Winter, Wyman needs in one fully integrated front office solution: integrated email, sourcing, applicant tracking, calendaring, task management, job management, and customer relationship management.
- Completely integrated, Bullhorn provides 360-degree visibility into all steps of the staffing and recruiting process, tracking client activity, notes, emails, and more.
- By providing insight into every aspect of the business, Bullhorn makes it easy to create reports in order to discover and predict performance.

- Easy to use and intuitive, Bullhorn gets users up to speed fast — no matter how technologically challenged.

BENEFITS

- **Sourcing and Placing Candidates** – With Bullhorn, every client and candidate communication is on hand. Bullhorn captures all relevant information — and it's all completely visible in a single client or candidate view.
- **Communication and Collaboration** – Bullhorn enables Winter, Wyman to access client and candidate information and readily share it among divisions. Winter, Wyman likes the fact that emails are tied to clients in Bullhorn and can be viewed by anyone looking for account information.
- **Scalability/Growing the Business** – Bullhorn helps Winter, Wyman keep its finger on the pulse of business operations. Managers get a live portrait of what's really going on and the tools to drill down and analyze the data they need to measure productivity.

“With Bullhorn we get a live portrait of what’s really going on. Managers can slice and dice information in many different ways and get a clearer measure of productivity.”

**Scott Ragusa,
president, contract
businesses**



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