

PEOPLEFUSION

BUSINESS TYPE:
CONCENTRATION:
LOCATION:
WEBSITE:

Permanent, Temporary, Contract, Executive
Finance, Accounting, Sales and Marketing, Engineering, Industrial
Newcastle, Australia
www.peoplefusion.com.au

Bullhorn's Flexibility and Ease-of-Use Increase Placements and Cut Time Spent in Half at Peoplefusion

CHALLENGES

- Peoplefusion's legacy system was clunky, server-based, and not meeting its needs
- Peoplefusion often lacked support when it was most needed, and an imminent change was necessary
- Peoplefusion required something future-proof and, above all, optimized for its sectors

SOLUTIONS

- Bullhorn as a true cloud, fast, and usable system with customizability unlike any other
- The reliability of a world-class provider with 24-hour support
- Bullhorn Marketplace, providing the best task-specific integrations available on the market

BENEFITS

- Reduced time spent on key front end administration tasks by 50%, allowing recruiters more time to make placements
- Intelligent integrations made manually uploading candidates a thing of the past
- Bullhorn's customizability and Marketplace gave peoplefusion a tailored suite that ticked all its boxes

Peoplefusion is a Newcastle-based recruitment company founded in 2007 by Directors Ali Kimmorley and Sally Bartley, two childhood friends who grew up mere streets apart in the Hunter region. Borne through their combined passions for finding the perfect candidate for the right company and with extensive expertise in the area, the duo have grown peoplefusion to be the preeminent recruitment consultancy in the region. The business operates in a number of specialist areas, including office support, finance, human resources, sales and marketing, executive, information technology, supply chain, engineering, mining, and manufacturing.

From humble beginnings as a project of passion, peoplefusion is now synonymous with the highest standards of professionalism and has garnered a reputation for connecting with the best talent in the region — and it all happens within Bullhorn.

Ali Kimmorley and Sally Bartley are well-versed recruiters who have been pioneers in the industry since 1999. They had long used a well known server-based competitor, but Ali and her team found this solution to be not only slow and ineffective, but also lacking in features that they required for their unique recruitment sector and style. Peoplefusion soon outgrew its software and decided that a change was needed. "Our solution was clunky when it was working," said Kimmorley, "and when it wasn't, the customer service was simply sub-par."

On the search for a new provider, peoplefusion was determined to find a solution that both satisfied all of its needs and that it could trust to support the company through its future journey. Peoplefusion considered a handful of other well known cloud-based providers, but landed on Bullhorn because as an international market leader, Bullhorn

could provide peoplefusion with the stability, customer service, and customizability it required. “We chose Bullhorn because we felt confident in its continued advancement of the product and for its customizability,” recalled Kimmorley. “The 24-hour support was also a big deciding factor for us.”

After implementing Bullhorn, peoplefusion was able to halve its front end administration times for many of its key functions and improve workflow speed, ultimately reducing time spent in front of data and freeing up more time to make placements. Bullhorn’s intelligent integrations made manually uploading candidates a thing of the past and communications between candidates and clients became easier than ever before. Peoplefusion also found itself customizing the Bullhorn interface for its own preferences and implementing Broadbean, Dialogue, and AstutePayroll as additions through the Bullhorn Marketplace, allowing peoplefusion to achieve a tailored system that finally ticked all its boxes. “Bullhorn Marketplace and the customizable interface that Bullhorn allows has helped us to really focus on what we need and get rid of everything we don’t,” stated Kimmorley. “It’s just a lifesaver and makes everything really intuitive.”

The Future

The future looks promising for peoplefusion as it continues to grow within the region, and Bullhorn is proud to say it plays a part in peoplefusion’s success as a preferred provider. Ali also had a few things to say about her overall impressions of Bullhorn from the onset of the partnership through to where it stands today. “Our initial concern with Bullhorn, and I think many other SME recruitment companies might share this thought, is that it is tailored towards large businesses, but we now know this isn’t at all the case. I really think the customizability allows it to suit businesses of all sizes, and we’re a great example. The implementation was brilliant and Bullhorn’s project management was exceptional — it really surpassed our speed and implementation expectations.”

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**Ali Kimmorley,
Managing Director
at peoplefusion**



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