DESIGN & CONSTRUCT

CASE STUDY

BUSINESS TYPE:	**Permanent, Part Time, Contract**
CONCENTRATION:	**Construction, Architecture, Real Estate**
LOCATION:	**Sydney, Australia**
WEBSITE:	**www.designandconstruct.com.au**

Design and Construct Grows Revenue

40% Each Year with Bullhorn

CHALLENGES

Due to impressive expansion:

- In 2010, Design and Construct reformed its data practices and needed cloud-based CRM
- The ideal solution would be recruitment specific and from a trusted vendor.
- Above all, it would need to be adaptable and support Design and Construct as it grows.

SOLUTIONS

- Bullhorn provided a solution that's customisable, robust, and ticks all of Design and Construct's boxes.
- Bullhorn's open API platform allowed Design and Construct to implement new recruitment tools into the CRM as its needs changed over time.
- Bullhorn training and support ensures Design and Construct can onboard new consultants easily, allowing for unrestricted growth.

BENEFITS

- Bullhorn's CRM functionality has allowed Design and Construct to better nurture client relationships.
- Bullhorn's intuitive design and workflow automations have allowed Design and Construct to cut down on manual administration.
- Bullhorn's commitment to development ensures that Design and Construct will be at the forefront of recruitment technology for the foreseeable future.

Design and Construct is a technical recruitment agency renowned for personalised service, professionalism and integrity. Established in 2004 by Ephram Stephenson, the business was created to fulfil the high candidate demand within the construction, architecture and real estate industries. Today, Design and Construct has a sound reputation as a long standing recruitment partner of choice within these industries.

The business has remained successful for over a decade and has seen significant growth within the last 6 years. Incidentally, It was 6 years ago that Design and Construct implemented the market leading recruitment CRM, Bullhorn. At the time, the company had 6 consultants and today it's grow to a team of 44. We've since caught up with Managing Director, Ephram Stephenson to discuss how Bullhorn has aided in the business's success.

As a long standing player within its respective industries, Design and Construct has overcome a number of market challenges. The most significant challenge was the Global Financial Crisis, which shook up the market from 2007-2009. In true form, Design and Construct preserved where other agencies failed and In 2010, it began restructuring its operations in order solidify its longevity. Design and Construct needed a new recruitment CRM which would allow the business to better manage internal workflow and improve efficiency. The Ideal solution would be intuitive to use, recruitment specific, cloud based, and robust enough to grow with Design and Construct into the future. After assessing several options, Bullhorn proved to be the fitting choice.

Design and Construct prides itself on being a progressive business and as such is an early adopter of innovative recruitment technology. Using Bullhorn, the company achieved robust data processes, ensuring its workflow is managed efficiently and allowing consultants to collaborate across all of its national offices. Bullhorn's open API architecture has also given Design

and Construct the ability to integrate additional functionality into the core CRM as its needs grow over time. Above all, Bullhorn's intuitive design and workflow has allowed Design and Construct to scale effectively with the ability to easily onboard and train new consultants.

According to Ephram Stephenson, Bullhorn has been instrumental in Design and Construct's success to date. Bullhorn's advanced CRM functionality has allowed the business to nurture better relationships and avoid being a shallow, transactional agency (like so many of it's competitors). Bullhorn and it's marketplace partners have also significantly reduced time spent on administration, allowing consultants to invest more time with clients. Beyond this, Bullhorns commitment to investing back into the product has ensured that Design and Construct is at the forefront of candidate management technology and can rely on the system to be reliable in the long term.

THE FUTURE

Design and Construct has big goals for the foreseeable future. Since 2010, the company has doubled its revenues each year. Building on this success, Design and Construct plans to expand internationally into the United Kingdom and Asia. Bullhorn itself is a global organisation and as such Design and Construct will be supported during this international expansion. Ephram himself believes that Bullhorn's support and training services will be critical to scaling the operation, as the company looks to onboard new consultants.

Bullhorn has really helped us grow at a phenomenal rate. Using the system, our consultants spend less time on administration and more time building relationships with our clients. As a result, we understand our clients above and beyond transactional relationships and this has been a key driver of our success."

Ephram Stephenson, Managing Director, Design and Construct

Bullhorn®

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