

How Bullhorn Automation Has Helped Soni Resources Group Improve Their Candidate Experience

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CUSTOMER PROFILE

 50-1000

 Professional Services

 US

INTRODUCTION

This Customer Spotlight is a synopsis of how Soni Resources Group used Bullhorn to benefit their business. The feedback included was collected and verified in a May 2022 survey of Bullhorn customers conducted by UserEvidence, an independent research firm.

KEY RESULTS

38%
Of placements made from database

18%
Increased Productivity

8/**10**
Would Recommend

66

Bullhorn Automation has helped us with significantly improving the Candidate experience as well as with placing Candidates and moving them through our various life cycles. It automates the processes that we would normally have admins accomplish, making everything more streamlined and efficient. It's a huge help.

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Chelsey Leon
Manager of IT
Soni Resources Group, LLC

SCENARIO

What were the main challenges that you were encountering that led you to purchase Bullhorn Automation?

- The need to reduce admin work and increase productivity
- A lack of visibility into candidate communications
- Improving the candidate experience
- Enhancing the client experience
- Increasing redeployment rates
- Efficiently acquiring new candidates and clients

What competitors did you evaluate before choosing Bullhorn?

- Sense
- Hubspot
- MailChimp

What features of Bullhorn Automation are most important to you?

- Email campaigns
- Candidate and job matching
- Ability to easily build automations
- Reporting

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We are working to make Bullhorn work for us. Using the Marketplace, we are striving to make Bullhorn match up with our processes that we have set in place. We are trying to make Bullhorn meet the moment for us.

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Chelsey Leon
Manager of IT
Soni Resources Group, LLC

OUTCOME

What benefits of Bullhorn have you achieved?

- Increased recruiter productivity
- Ensured database was accurate and up-to-date
- Reduced candidate acquisition costs
- Faster placement cycles
- The ability to grow your ATS talent pool

Of all the placements that you make, how many are sourced from your database vs. external sources?

- 26-50%

How much has your team's productivity increased since using Bullhorn Automation?

- 10-25%

ABOUT BULLHORN

Bullhorn is the global leader in software for the recruitment industry. More than 10,000 companies rely on Bullhorn's cloud-based platform to power their recruitment processes from start to finish. Headquartered in Boston, with offices around the world, Bullhorn is founder-led and employs more than 1200 people globally.



Source: Chelsey Leon, Manager of IT, Soni Resources Group. Independent research conducted by [UserEvidence](#). Data verified May 17, 2022.

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