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“We could not live without Bullhorn email – it automatically captures everything and groups all emails by client. Without doing any organizing we’re able to put our finger on important client correspondences in seconds.”

••• *Jay Brunetti, Founder and President*

Business Type: Direct hire, contract

Areas of Concentration: Management, sales, recruiting

As New England’s preeminent provider of recruiters and professionals for the staffing industry, HireAlliance innately understands the factors influencing the process of recruiting, hiring and retaining a talented workforce. HireAlliance has prospered and grown since its launch in 2003 by tapping into an underutilized resource – stay-at-home moms – and by using technology for competitive advantage. With so many “virtual” employees, HireAlliance relies on Bullhorn’s integrated front office solution to make sure employees are in lock-step and that communications with clients and candidates don’t fall through the cracks.

Challenges:

- Two-thirds of HireAlliance’s recruiting staff are former recruiters who left the workforce to raise families, so they needed a solution that would be easy to deploy to virtual offices with little to no cost for IT infrastructure.
- With so many virtual employees, they needed a solution that would provide a centralized place for all client and candidate data.
- As HireAlliance grows into new geographic regions, they wanted a solution that would effortlessly scale with their growth.

Solution:

- Bullhorn’s fully integrated front office solution combines all applications needed in one platform: integrated email, sourcing, applicant tracking, calendaring, task management, job management and CRM.
- Available anytime and anyplace via the Internet, Bullhorn supports virtual employees—since time, location and device are irrelevant.
- Delivered as Software-as-a-Service, Bullhorn provides access anytime from anyplace with no software to install and maintain.

Benefits:

- **Sourcing and Placing Candidates** – As the pool of labor talent shrinks, HireAlliance’s recruiters use Bullhorn to recruit passive candidates by tracking and developing relationships over time.
- **Communication and Collaboration** – HireAlliance uses Bullhorn to track submittals and the desktop calendar to see all interviews and sendouts that have been set up for clients. They’ve discovered Bullhorn Mail to be the most influential in their organization as it automatically captures everything and groups all emails by client. Without doing any organizing they’re able to put their finger on important client correspondences in seconds. By constantly using the Notes functionality within Bullhorn, they are able to update each other and to check on the last time the company spoke with a client or candidate and what was said.
- **Scalability/Growing the Business** – As the firm expands, they plan to expand their use of Bullhorn – by using more of the functionality, as well as using it on more desktops. Bullhorn’s web-based On Demand model has helped the firm add new users – from home or satellite offices – quickly and easily without worrying about setting up new servers and email accounts.