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“Bullhorn has helped us seamlessly integrate the recruiting, sourcing and sales functions in an impressive manner. Bullhorn clearly is the tool of choice for managing the workflow in a global, dynamic and highly transaction-oriented staffing company like Mastech.”

••• *Ashwin Joshi, Director of Operations*

Business Type: Permanent, contract, staff augmentation

Areas of Concentration: Information technology

Mastech began placing technical consultants within Fortune 500 corporations in 1986. They have grown considerably and business and IT needs have changed dramatically along the way. Mastech now employs over 1,000 people in eight locations around the world and has been named to a host of “hot” and “growth” company lists. To keep pace with its growth, Mastech wanted to integrate sourcing and recruitment functionality with the global recruitment centers of its business partner, RPOworldwide, in India, Canada and Bulgaria. After a deep evaluation of nearly 30 different products, Mastech chose Bullhorn to run their entire front-office operations because it combines all of the applications they need in one fully integrated solution.

Challenges:

- Numerous technology solutions and platforms were deployed to meet changing needs, but the disparate environment was not functioning in a seamless, effective manner.
- Mastech lacked an integrated solution that performed in real-time and was able to support global operations.
- Recruiters needed to be more productive in all aspects of the sales and recruiting process, but were limited by their tools.

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.
- Bullhorn synchronizes sales and recruiting to generate, source and fill job orders in real-time at anytime and from anyplace.

- Bullhorn's integrated CRM allows sales people to target the exact needs of new and existing clients, automatically and proactively.
- As all activity is automatically tracked, Bullhorn dynamically provides visibility into client relationships.

Benefits:

- **Sourcing and Placing Candidates** – Bullhorn's integrated CRM has improved Mastech's client and candidate relationships. Account managers and recruiters are more effectively managing relationships with clients and candidates by reaching targeted groups via mass mailings, conducting complex searches and tracking all account activities.
- **Communication and Collaboration** – Mastech's staff is able to have an instant and comprehensive view into all activities without having to switch between applications. Bullhorn has become an essential tool for all communications. For example, the staff can now tell how many times a client looks at a candidate's resume. As Bullhorn automatically tracks all activity, employees are able to view and share information at anytime and anyplace. If an employee leaves the company, the information and client activity stays where it should, with the company.
- **Generating Job Orders** – Bullhorn manages every aspect of Mastech's job requisition process and related workflow and it enables the global offices to better share sales and prospect data. Bullhorn's integration with popular job boards, such as Monster.com and CareerBuilder.com, automates job postings and candidate searches – connecting contacts, candidates and clients.
- **Business Intelligence and Reporting** – Bullhorn provides 360° visibility into the most profitable clients, placement ratios, sales forecasts – whatever metrics Mastech managers need to fine tune performance and gain competitive advantage.