

Opti Staffing Group

BULLHORN CASE STUDY

Staffing and Recruiting Software, On Target, On Demand™ • 1.888.GoLive8 • sales@bullhorn.com • www.bullhorn.com



“Bullhorn has been a lifeline to our recruiters. With extra time to spend on the phones, our client and candidate numbers have increased. We’re able to source the best candidates out there and place them in record time.”

••• *Ron Hansen, Vice President of Operations*

Business Type: Temporary, temp-to-hire, direct hire

Areas of Concentration: Office support, professional & management, light industrial, skilled trades, health care, legal professionals

Opti Staffing Group’s vision to put quality over quantity has allowed them to work with the best companies and the most talented job seekers in Alaska, Oregon and Washington since 1999. Their reputation is backed by testimony to their dedication and personal attention to each candidate and client and their ability to provide the best candidate-to-customer matching. However, candidate sourcing and placements weren’t always that easy. For 7 years, Opti Staffing’s recruiters worked with a front office solution that couldn’t keep up with growth and was tedious for recruiters to enter information and track activity. Now, with Bullhorn’s fully integrated front office solution, their recruiters are able to source the best candidates out there and place them in record time.

Challenges:

- Opti Staffing was restricted by an outdated front office solution that was prone to outages, tedious to use and not scalable to growth.
- The previous solution promised features that failed to meet expectations and getting assistance from the vendor’s support team was extremely difficult.
- Entering candidate and client information was cumbersome - recruiters started keeping their own records rather than entering them into system.
- Parsing resumes and searching the database were a waste of time - recruiters avoided doing it and lost contact information.
- Metrics were done manually - analyzing information was time consuming and inaccurate.

Solution:

- Bullhorn’s fully integrated front office solution, comprising email, sourcing, applicant tracking, calendaring, task management and customer relationship management tools offered needed functionality.

BULLHORN®

- Bullhorn's ease of use and seamless integration eliminated the need for repetitive manual inputs and allowed recruiters more time on the phones.
- As all activity is automatically tracked, Bullhorn provides 360° visibility into every step of the sourcing and placement process.

Benefits:

- **Sourcing and Placing Candidates** – With extra time to spend on the phones, client and candidate numbers have increased and placements are made in record time. Sourcing is going on constantly.
- **Business Intelligence and Reporting** – Opti Staffing is now able to set up reports to track metrics and utilize them to fine tune their business, thus increasing profit.
- **Communication and Collaboration** – Bullhorn Mobile allows Opti Staffing to access their email from their mobile phones. They are constantly connected across the company's multiple geographies and critical issues are able to be addressed immediately.
- **Scalability/Growing the Business** – Being able to access the entire database, while maintaining six separate geographical locations, is fundamental to success. Bullhorn's effortless scalability has given Opti Staffing the peace of mind to open up new territories wherever the opportunities arise.