

Profiles

BULLHORN CASE STUDY

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



“We live and breath by saying that if it is not in Bullhorn it did not happen. Because everything is integrated, Bullhorn has enabled us to know what each side of the business is doing and allowed our recruitment team to be more sales-focused.”

••• *Joe Gambino, Founder*

Business Type: Freelance, contract, direct hire

Areas of Concentration: Marketing, creative, interactive

Founded in 1998, Profiles is a professional staffing agency dedicated to recruiting professionals for freelance, contract and direct hire opportunities in marketing, creative services and interactive technology. Because of its niche in these fields, Profiles’ clients include many of the more prominent companies and creative agencies throughout the Mid-Atlantic. With four offices in the region, Profiles wanted a cost effective solution that would integrate all of its front office needs.

Challenges:

- Profiles needed a solution that would provide 360° visibility into all of its candidate and client needs, irrespective of office location or function, i.e. sales and recruiting.
- The firm’s objective was to create a proactive sales team using a sophisticated customer relationship management (CRM) capability.
- Profiles wanted to eliminate the complexity and lower the cost of ownership associated with running their front office application in house.

Solution:

- Bullhorn provides an On Demand, integrated front office that enables every recruiter, sales person and manager to have complete visibility into each aspect of a job order or placement, regardless of time or location.
- Bullhorn’s sophisticated CRM, integrated with email and reporting, enables the sales team to conduct campaigns, develop pipelines, monitor client and prospect relationships and create sales forecasts.
- Profiles found Bullhorn’s overall cost of ownership significantly lower than other Web-based or on premise solutions.

Benefits:

- **Sourcing and Placing Candidates** – Since Profiles has started using Bullhorn they have at least doubled their productivity. The recruit and sales teams work much more closely together and know exactly what each side of the business is doing, resulting in faster placements.
- **Client Activity Tracking** – Bullhorn tracks everything for Profiles, including client communications, job orders and applicant tracking, enabling them to always know what is going on with all of their clients and improving client satisfaction.
- **Lower Total Cost of Ownership and Return on Investment** – Profiles has found Bullhorn to consistently provide the most value of any solution on the market with lower total cost of ownership and higher ROI.