

Target Consulting Group

BULLHORN CASE STUDY

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



“As a start up, it was important for us to have an integrated front office solution. With Bullhorn, there’s no need to “mix and match” solutions from other vendors, so we’re saved from time-consuming admin work. All activity is automatically tracked within Bullhorn, which gives me complete visibility into the business and allows our recruiters to out-perform the competition.”

••• *Peter Marinilli, Managing Partner*

Business Type: Executive search, direct hire

Areas of Concentration: Sales professionals

Target Consulting Group serves clients in New England and nationwide with top performing sales professionals whom are rigorously screened to suit the needs of individual organizations. Prior to implementing Bullhorn, they utilized four separate systems to conduct business, which wasted countless hours. Repetitive manual data entry and a database that was unable to quickly return searches for specialized candidates impaired the staff’s productivity and the firm’s growth. Since implementing Bullhorn, Target Consulting Group has significantly increased productivity and it has positioned them as a major competitor in their market.

Challenges:

- Utilizing four disparate systems required manual data entry that was repetitive and time consuming and created a disconnect between recruiters and the data they needed to succeed.
- Serving a highly competitive, specialized market, positions require specific skill sets and the current database setup was unable to be searched quickly and efficiently.
- They needed to reduce the risk of data loss in case of turnover among top performers by capturing every communication and activity.
- Current set up was not user friendly, so new hires took too long to be trained and become productive.

Solution:

- Bullhorn’s On Demand, fully integrated front office solution combines all their previous disparate systems into one simple solution by combining email, sourcing, applicant tracking, calendaring, task management, job management and CRM.

BULLHORN®

- Easy to use and intuitive, Bullhorn gets users up to speed fast—no matter how technologically challenged.
- As Bullhorn is fully integrated, activity is automatically tracked within the system and readily available.
- Delivered as Software-as-a-Service, Bullhorn is always available—anytime, anywhere.

Benefits:

- **Communication and Collaboration** – As all systems are integrated, all activity is automatically tracked in Bullhorn; it provides 360° visibility into all business activity and captures every piece of data needed. No information or communication is missed during vacations or employee turnover.
- **Sourcing and Placing Candidates** – Bullhorn’s mass mailing and search functionalities allow recruiters to return specialized candidates in the shortest time possible, allowing them to fill positions ahead of the competition.
- **Scalability/Growing the Business** – Overall, Bullhorn has tremendously increased productivity and continuously helps grow the business. Being able to produce highly specialized candidates for job orders in record time has increased Target Consulting Group’s reputation in the market and continues to boost revenues.