

Staffing and Recruiting Software, On Target, On Demand™ • 1.888.GoLive8 • sales@bullhorn.com • [www.bullhorn.com](http://www.bullhorn.com)



**“Since we implemented Bullhorn, we’ve been able to streamline our processes and work more efficiently in the back office. We’ve been able to eliminate manual data entry and therefore have reduced costly overhead – we’re now more productive and earning more than ever before.”**

••• *Roger Iris, President*

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

**Areas of Concentration:** Mortgage, banking and credit unions, title and escrow, finance and accounting, office administration

Workway, which was founded in 2005 with 20 locations nationwide, focuses on the mortgage, banking and credit unions, title and escrow, office administration and finance and accounting industries. As a company on the rise, Workway’s growth was inhibited by their previous front office solution, which was unable to be customized to their business needs; the previous solution lacked reporting capabilities, required countless hours of manual data entry and offered no back office integration. With Bullhorn’s On Demand front office solution, Workway has increased their productivity to new levels and eliminated costly overhead by streamlining their processes with online reporting and integrating with their back office.

### Challenges:

- Workway used several separate applications which wasted countless hours on tedious manual data entry.
- As client information was scattered in various systems, account managers lacked insight into client activity, which created the potential for clients to get lost in the shuffle.
- Reporting was extremely difficult. Managers could only extract information by accessing each account individually, leaving no real insight into the business.
- Integration with their back office solution was not possible, so Workway manually entered and extracted their payroll information, causing the company long delays, as well as additional overhead and resources.

### Solution:

- Bullhorn’s On Demand, fully integrated front office solution combines all the applications Workway needs: integrated email, sourcing, applicant tracking, calendaring, task management, job management and customer relationship management.

- Bullhorn provides 360° visibility into all steps of the staffing and recruiting process, tracking client activity, notes, emails and more, so no information is ever lost.
- Bullhorn allows Workway to access standard reports On Demand and customize reports to their business needs.
- Bullhorn integrates with Workway's back office solution—reducing data entry points, automating payroll and billing processes, streamlining operations, creating efficiency gains and increasing the accuracy of data.

### Benefits:

- **Sourcing and Placing Candidates** – With Bullhorn's one click resume parsing, Workway saves countless hours per week by avoiding manual data entry. Bullhorn does the work for them by uploading the candidate contact information and job history, which results in faster submittals and allows the team more time to spend on the phone.
- **Managing Key Relationships** – Bullhorn's On Demand integrated CRM has improved all 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. They now have 360° visibility into client activity and are more effectively managing relationships so that clients never slip through the cracks. All activity is automatically tracked with Bullhorn's integrated email and because information is accessible immediately, nothing is lost and productivity has increased.
- **Business Intelligence/Reporting** – Bullhorn's ability to give Workway On Demand access to reports puts information into management's hands faster than ever before, allowing them to be proactive rather than reactive. Bullhorn provides 360° visibility for executives into the company's performance, allowing them to eliminate the weekly reports that were once necessary to run the business. With Bullhorn, Workway can get the reports they need from one system, at anytime, without calling other offices or departments.
- **Back Office Integration** – Bullhorn has saved Workway time and money by integrating with their accounting software. Additional overhead that was once needed to manually input data into their system is no longer necessary. Bullhorn automates time entry and allows managers to access the information instantly without contacting payroll or corporate.