

# Target Consulting Group

## BULLHORN® CASE STUDY

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**“In the end, we based our decision on three major qualifications – security for our confidential information, reliability of the software’s capabilities, and user friendly navigation for our technologically challenged – none of the other software even came close to measuring up.”**

••• *Ariana Zadek, TCG*

Target Consulting Group, LLC (TCG, [www.targetrecruiters.com](http://www.targetrecruiters.com)) is a premier employment firm that specializes in the permanent placement of sales professionals nationwide. The firm has experienced dramatic growth in the past three years – including an 80% increase in revenues, tripling its recruiting staff and a move to larger office space.

However, Ariana Zadek, one of TCG’s first employees, says, “Our outdated way of tracking candidates and daily activity via ACT, Excel spread sheets, MS Word folders, and neon post-it notes had become too time-consuming and just didn’t cut it.”

### Small Office Software is not Enough for Growing Business

Since 2001 TCG relied on email, paper files, online folders, and a basic ACT database stored on the central server. TCG realized a more updated system was essential for future success. Recruiters were duplicating each other’s efforts, candidates were lost in the paper mess, and offices were littered with various spreadsheets, resumes, and post-it notes. Their job orders were coming in quickly, but locating the candidates in their system became increasingly difficult as their database grew.

### Considerations for On Demand Software

At first, TCG was hesitant about the On Demand delivery model. The subscription-based model of purchasing software was new to them. But Bullhorn’s rich, user-friendly features, web-based nature and industry reputation convinced TCG to give it a try. “We chose the product we felt confident would result in the greatest return on investment,” says Zadek.

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### **Bullhorn's Robust Email Automates Administrative Procedures; Integrates with Client, Candidate Information**

"We've turned off Outlook," she enthusiastically states referring to Bullhorn's integrated email which has completely replaced Microsoft Outlook. "Bullhorn color codes our e-mails so you can easily skim through and prioritize—clients are orange, candidates are green, and internal are grey."

Bullhorn email also allows real-time parsing of resumes, which saves TCG recruiters valuable time. Pre-Bullhorn, TCG would first download a resume, re-label it with a candidate's full name, and then save it to a file on their desktop. This process took a minimum of two-minutes per resume. "TCG recruiters receive about 40 new resumes a week, so if you do the math, the Resume Parser alone saves us 80 minutes a week," explains Zadek.

TCG also likes Bullhorn's passive activity tracking, which means that all client and candidate activity – including email, notes and activities – is automatically logged against the client or candidate record and accessible to anyone using the system. "We've been able to check on whether resumes are reviewed, how many candidates are sent, how many interviews are conducted and whether follow-through emails occur," says Zadek. "Bullhorn provides a very clear picture of all our business activity."

### **Bullhorn Features Drive Productivity and Information-Sharing**

The web-based nature of Bullhorn makes it possible for all employees to see all the client and candidate records – including emails, notes and documents. "When we go on vacation, it's less stressful now," she says. "Anyone can fill in because the information is shared and available, or if we need to work from the road we only need to get access to the web. Our Treos can even access Bullhorn e-mail and calendars."

"In the end we based our decision on three major qualifications – security for our confidential information, reliability of the software's capabilities, and user friendly navigation for our technologically challenged – none of the other software even came close to measuring up," says Zadek. She estimates that she's doubled her revenues since using Bullhorn. "We really don't need anything else!"