

**Kyloe helped Cherry turn their valuable data into actionable insights, and implemented a customised Bullhorn platform to allow for improved automation.**

## Background

Cherry Professional are the highest rated agency on Google for Finance, Office & HR Specialist Recruitment in the East Midlands. In 2017, Cherry Professional moved to Bullhorn Enterprise, after 7 years of using Voyager.

## Challenges, issues and their impact

The main challenge with Cherry's previous recruitment platform, Voyager, was the lack of features and flexibility. Sarah told us: "It didn't give us anything back. It was simply used as a logging tool. There was data going in, but we couldn't easily access or interpret it."

The barriers to making the most of their data was constricting Cherry's growth, so finding a new solution was an obvious choice.

In addition to increasing revenue through provision of actionable data, some other key objectives included:

- Save time by automating processes
- Drive adoption by keeping users in the CRM
- Enable flexible, cloud based, working

After a rigorous vetting process, Cherry chose Bullhorn as their new CRM. As part of this, Kyloe were selected to extract Cherry's valuable data from Voyager and tailor Bullhorn to meet specific requirements which were unavailable in the 'off-the-shelf' version.



**" We needed something that would work hard for us!"**



## What did the project look like?

Project goals for Kyloe included:

- Migrating all core Cherry data from Voyager Professional, giving Cherry better visibility of their data and KPIs through improved Bullhorn reporting
- Configuring and implementing Bullhorn to allow for more efficient business process, removing the need for time consuming workarounds and manual admin work
- Training end-users and handing over the system to the Cherry database manager

## The Kyloe solution

As Bullhorn's global implementation partner, Kyloe, together with Cherry and Bullhorn created a bespoke implementation project to meet the project goals. Kyloe provided a Project Manager, an Implementation Consultant (who also carried out the onsite training) and a Data Engineer.

**" Kyloe were absolutly invaluable in this process, we couldn't have done it without them!"**

Sarah Gibson, Project Manager - Cherry Professional

Cherry and Kyloe identified which data was essential to keep, then collaboratively created a data map and lifted and shifted it. Kyloe have considerable experience of moving Voyager data, so the focus of this project was on Business Value and not technicalities.

During the project, Kyloe moved 41K Candidates, 40K Contacts, 200K Skills and Jobs and Placements.

The contract was signed in February 2017 and Cherry went fully live in May 2017, on time, on budget and with a little fun along the way.



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## What tips would you give other Voyager customers about to take the plunge?

"As well as highlighting relevant features, Kyløe can help you customise Bullhorn, so use it as an opportunity to bring your CRM wish list to life. Don't just do what you've always done as that defeats the point of moving! Make sure your wish list is informed by your users; talk to them regularly to stay on top of what is, and isn't, working for them.

Any processes that your users say are taking too long need addressing. Nothing should take "too long" with a system like Bullhorn. Kyløe Apps are invaluable for saving time – AwesomeDocs has made document generation and compliance so much smoother and more than halved the amount of time this process takes for Cherry.

You can never plan too much. As the old cliché states – what you get out is only as good as what you put in, so focus on data mapping (it is the most important area and less is more in the long run) and accuracy - particularly how you are going to make sure it stays up to date.

Don't rush, and test thoroughly before you go live. Get your configuration as close to perfect as possible before launching. It's not going to be 100%, but for maximum impact on your users from day one, the closer the better!

One last tip which might sound obvious but is often overlooked; schedule training to avoid the busiest times of the month so you can get the most attention from your consultants. Without their full attention you risk losing some the initial excitement and buy in very quickly!"

## What has been the biggest benefit of moving from Voyager to Bullhorn?

"Access to Bullhorn Marketplace partners and products such as Awesome Docs (with DocuSign) from Kyløe. Cherry have also implemented Cube 19 and Ictrak texting so far. Working with partners means more customisation and as a result, faster and further progression.

A CRM which contains useful and actionable data; hotlists and favourite searches can be used to manage data, and clients can be fed more relevant candidates giving a competitive edge and resulting in increased revenue.

The more efficient workflow saves consultants invaluable time. In addition, website integration means that candidates can login to keep their data fresh, making for a more accurate CRM, and freeing up consultants to focus on making placements."

**" Kyløe can help you customise Bullhorn, so use it as an opportunity to bring your wish list to life"**

Sarah Gibson, Project Manager - Cherry Professional