

From legacy data to 18.5+ million automated actions

Embedding Bullhorn Automation into the way Domus Recruitment Works



Automation at scale



Stronger compliance control



Scalable best practice

Domus Recruitment partnered with Kyloe to implement Bullhorn Automation with an initial focus on improving database quality and reducing manual processes. What began as a data and efficiency initiative quickly evolved into a broader operational shift, embedding automation into the way the business thinks about workflows, compliance, and day-to-day processes.



"What began as a tech project ultimately became a transformational shift in how we think about workflows, data, and day to day business processes."

Joanne Whiting, Operations Director in Care & Healthcare Recruitment | Domus Recruitment

The challenge

Domus Recruitment had built a large, long-established database that was a significant asset to the business. However, legacy records and inconsistent data meant they were not fully optimising its potential, and manual cleansing would have required significant time and resource that was not scalable.

"While this was a huge asset for the business, data quality challenges such as missing contact information and inconsistent records meant that we weren't optimising the full potential from our system."



At the same time, the business was keen to evolve how it used technology and maximise the capabilities already available within Bullhorn.

Their goal was twofold:

- Improve data quality at scale
- Begin using automation as a strategic operational tool

Initial objectives:

- Improve data structure
- Reduce manual cleansing
- Increase efficiency
- Move away from reactive processes

The approach & project journey

Domus implemented automation through two primary focus areas running alongside each other. Initiatives focused on database cleansing and improving data structure, whilst also focusing on automating compliance workflows. This dual-track approach allowed the business to address foundational data quality and operational efficiency simultaneously.

"This worked really well because it meant we were strengthening our data foundations at the same time as introducing operational efficiencies."

Milestone success

A significant milestone came when Domus were invited to present at the Bullhorn Automation User Group and to attend the Bullhorn Automation and AI networking event in Manchester, further strengthening their understanding of how automation and AI can shape the future of recruitment operations

"We were invited to present our compliance and candidate drop out automations as guest speakers at the Bullhorn Automation User Group, which was a proud milestone for our team, especially so early on in our automation journey."

As confidence grew, automation became embedded within wider business processes rather than remaining a standalone project.



The Kyløe partnership

Domus highlighted the structured guidance, delivery support, and knowledge transfer provided by the Kyløe team throughout the project. Clear project management ensured the implementation remained structured, collaborative, and manageable, with consistent guidance and responsive support at every stage.

"The support from the Kyløe team was exceptional throughout the entire journey. We were offered clear guidance, structured direction, and consistently prompt responses to any questions or challenges we encountered while making the process feel manageable and collaborative."

"The training sessions were equally impactful! They made complex automation concepts easy to follow and understand, and created a really supportive environment where we felt encouraged to experiment and learn."

This focus on knowledge transfer ensured the benefits extended beyond implementation and enabled Domus to embed automation into their ongoing strategic development.



"We would highly recommend Kyløe to any organisation looking to begin or expand their automation journey. Our experience has been entirely positive, and the combination of expert guidance, practical training, and support enabled us to achieve results far beyond our initial expectations!"

**Hannah Brennan | Strategy, Automation & Compliance Manager
at Domus Recruitment**

Ongoing impact

Automation is no longer viewed as a standalone project within Domus Recruitment. What began as a database and efficiency initiative has evolved into a structured, scalable way of working across the business.

"Working with Kyløe has fundamentally changed how we view automation within our organisation. The knowledge transfer provided by Kyløe has empowered us to take ownership of ongoing innovation, ensuring the benefits continue long after the initial implementation."

The results (6 months later)

**14+ million
automated actions**
in the UK instance

**4.5 million
automated actions**
in the US instance

"For Domus, these numbers represent far more than system activity; they reflect meaningful operational change across the business."



"Ultimately, automation has allowed us to scale best practice across the business rather than rely on manual processes."

Joanne Whiting, Operations Director in Care & Healthcare Recruitment | Domus Recruitment

Impact delivered

Efficiency & productivity

- Time savings across teams
- Greater consistency with less reliance on manual processes
- Increased consultant focus on revenue-generating activity

Visibility & reporting

- Improved real-time visibility for consultants and leadership
- Improved data quality and reporting visibility

Compliance & risk management

- Increased regulatory confidence through standardised compliance workflows

Engagement & opportunity

- Recovery of previously missed opportunities
- More proactive candidate and client relationship management
- Stronger long-term database engagement