

When HRM moved to Bullhorn Novo they took the opportunity to customise and automate their CRM. Kyloe were there to help them refine, develop, and implement a solution tailored to their needs.

Background

Since 1992, clients have trusted HRM to deliver the very best talent into critical Senior Executive, Middle Management and Professional Specialist appointments. Their unique internal research team build on their private networks to deliver outstanding selection results.

HRM have been using Bullhorn since 2014 and moved to Bullhorn Novo in 2018. They place a high value on innovation and ahead of their move to Novo identified an opportunity to customise their CRM in order to maximise support of their business model

Challenges

Michael O' Leary (Chief Executive, HRM), explained some of the challenges they were facing: *"When buying Bullhorn we knew, that while it is a great system, our opportunities to fully customise would be restricted. Our business relies on innovation, being able to adapt and adjust to customer needs quickly."*

Not only did HRM want to introduce new automations in Novo, they also wanted to protect some of the customisations they had in their existing Bullhorn platform.

Knowing that Kyloe combine great understanding of the recruitment industry, with intimate Bullhorn knowledge and an equal ability to innovate through new products and custom engineering, Michael came to us to help HRM overcome these challenges.

"Kyloe worked hard to understand the complexity of our needs. In some cases they were able to enhance value and streamline complexity to achieve or exceed a desired outcome."

Michael O'Leary, Chief Executive, HRM

The project

At the very start of the project we met with HRM to discuss objectives, and their version of the process and decision path, as well as identify potential or absolute road blocks.

After this, the high level project goals were defined as:

- Protect existing customisations that were key to business processes
- Automate new customer growth processes

The most complex of these automations involved the identification of customer organisations on HRM's database and their allocation to consultants for customer growth, facilitating contact on a weekly basis. This automation had a number of key variables:

- Firstly, the allocated companies naturally had to be relevant to consultant, depending on their selection area and region.
- Secondly, the system had to identify if the consultant had worked with that company within a defined previous period. HRM wanted consultants to receive a mixture of relationship levels (i.e. current customers, prior customers and prospects).
- Finally, the system of distribution had to recognise consultant work level need. Was the consultant busy with live assignments or in need of new work?

The allocated companies were spun into a hotlist so that the consultant had instant access to all the relevant data, without having to do any manual searching. Not only does this help them to achieve their goal, but their consultants can be confident the data they're using is correct.

"For us as a smaller business, dealing with a partner who is flexible is essential. Kyløe are this, and many other things that are critical to us as their customer."

Michael O'Leary, Chief Executive, HRM



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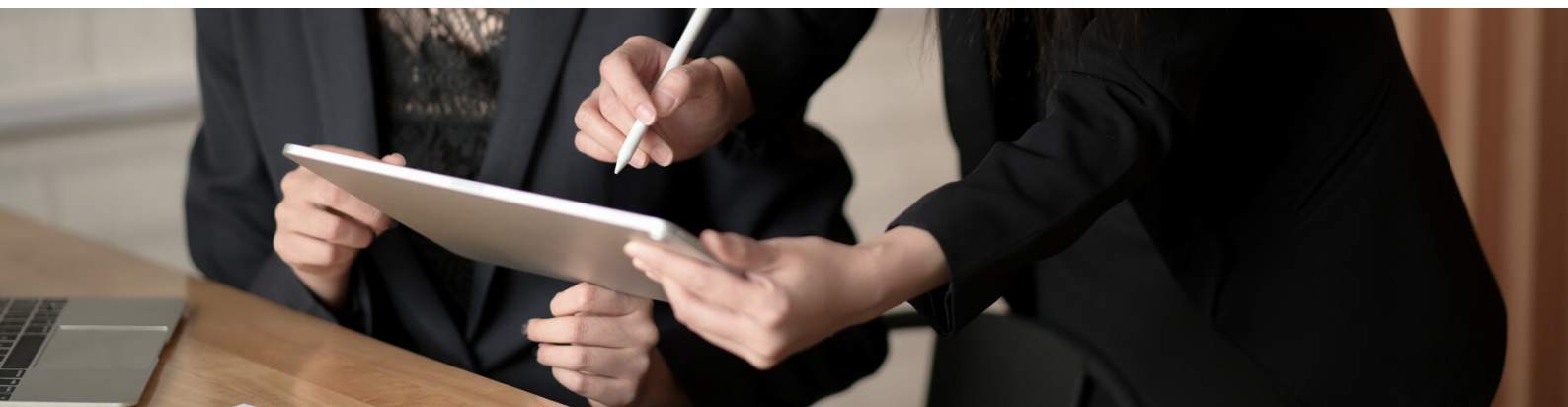
"The completion of the project gave us great confidence that Bullhorn could be reshaped to address other innovations and needs, and that Kyløe were extremely capable of delivering these."

Michael O'Leary, Chief Executive, HRM

Benefits and impact

"This automation has helped to retain customers which is obviously key, and it's also given us confidence that Bullhorn can be customised to meet our needs. Kyløe are our go to technology partner when it comes to any non-hardware related needs or developments. Our experience from Kyløe has always been very creative, attentive and commercially on point." Michael told us.

"We've had other customisations since that time and are currently undergoing a development through Kyløe that will radically alter how we manage growth in value from customer relationships, value delivered through customer experiences and identify any customer risks."



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