

**BUSINESS TYPE:** Permanent, Contract  
**CONCENTRATION:** IT, Engineering, Manufacturing  
**LOCATION:** EMEA  
**WEBSITE:** [www.syntaxconsultancy.com](http://www.syntaxconsultancy.com)

## Derby-based Recruitment Consultancy Gains Efficiency and Real-time Reporting Using Bullhorn's Online CRM and Marketplace Solutions

Derby-based Syntax Consultancy is the largest independent recruitment consultancy in the Midlands (England). Syntax offers a global recruitment service for IT, engineering and manufacturing businesses and specializes in matching highly skilled candidates with organizations that have specific technical requirements. In 2012, it reviewed its customer relationship management (CRM) and business reporting solutions and decided both needed to be upgraded.

Its legacy CRM system had been built by the Syntax IT team in 2004, but the agency had outgrown it and needed one with scalable reporting and analysis functionality. After evaluating 12 different SaaS offerings, Syntax chose Bullhorn for its additional reporting functionality offered through the Bullhorn Marketplace.

### CHALLENGES

Prior to implementing Bullhorn, Syntax was using a more labor-intensive process to input data and generate reports. This led to:

- Inaccuracy in data due to human error, which often led to decisions based on assumptions instead of numbers
- A significant amount of time spent on correlating multiple spreadsheets from each recruiter
- Key performance indicator (KPI) and board-level information collation difficulty



**“The implementation was time-consuming due to the data mapping, but absolutely necessary. We introduced a completely different set of KPIs so we had an accurate starting point from which to measure our success over time. The new system enables constant tracking and amendment of inefficient processes.”**

— Roger Frost, Managing Director

## SOLUTION

After a thorough evaluation process, Syntax chose to implement Bullhorn as its comprehensive online CRM and reporting solution, enabling the company to:

- Boost productivity and streamline operations into a single system and highly efficient workflow
- Automate critical tasks, decreasing error rates and bringing all processes into a web-based system
- Gain instant access to information, saving time on daily activity and management
- Improve communication overnight within the company as the new SaaS solution enables the team to easily share resources and expertise from wherever they are working
- Integrate key reporting applications from the Bullhorn Marketplace to measure efficiencies and improve data quality

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## Benefits

By implementing Bullhorn and its Marketplace partners, Syntax increased process visibility and resolved inefficiencies in its business processes. The Syntax team has:

- Earned £7,000 within days of implementation after successfully placing a candidate that wouldn't have been found without the use of Bullhorn
- Revised how candidates and consultants interact with one another and how candidates are measured in their placements
- Automated business intelligence initiatives, giving managers more time to focus on strategy and productivity within their teams
- Freed up IT resources to take on additional contracts with external clients, increasing overall agency revenue

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## Future Developments

*Frost concluded:* "Business intelligence is crucial to the future of Syntax and we are installing screens on the walls that will be dedicated to InsightSquared real-time activity and results."

"We'll also be looking at ways to make the most of the mobility benefits of Bullhorn's SaaS model. BYOD (bring-your-own-device) was a big talking point in 2012 and we will now ensure our recruiters can access as much functionality as possible while they are on the move or working remotely."

**"The transparency of activity on an individual and team level has ignited a sense of competition within and between teams, and our recruiters enjoy trying to outperform their colleagues. They are spurred on by the visibility of their real-time results."**

— Roger Frost, Managing Director



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