

Bullhorn Case Study: Mee Derby

Mee Derby is one of a handful of companies in the United States that recruits professionals for the staffing industry nationwide. Recognized as one of the oldest and largest "Recruiters for the Staffing Industry," Mee Derby employs over a dozen recruiters between its Maryland headquarters and in numerous regional offices across the country. Mee Derby specializes in three similar sectors: staffing services, professional services and human capital management. It also provides contract services to non-staffing companies in the Mid-Atlantic and has a reputation for placing hard to find IT recruiters in staffing environments.

Functionality and Growth On Demand

Since Mee Derby is growing at a rate above the industry average, it's important that any technology it uses does not present a barrier to growth. Bullhorn met Mee Derby's requirements as a web-based, On Demand software solution, providing a turn-key system that expands effortlessly as Mee Derby grows.

Since implementing Bullhorn, Mee Derby has added six new offices. The only technology required to bring these offices quickly and easily on board with Bullhorn is updated computer hardware, software and high speed internet access. Registration of new users takes only a couple of minutes and can be done by either the company's assigned Administrator or by Bullhorn Tech Support. Mee Derby's Recruiting Manager provides basic training for new employees, and since Bullhorn is extremely user-friendly, new employees are able to use the system immediately.

"A national recruiting organization demands a reliable, high-performance system to run smoothly. Unlike other systems, which offer structure, but lack speed and ease of use, Bullhorn has allowed us to standardize our processes without interfering with our best recruiters' performance. The system is intuitive and its value is clear: new hires get up to speed and are productive almost immediately."

**- Robin Mee
President
Mee Derby**

Before Bullhorn, Mee Derby used C-PAS, a locally hosted and supported Lotus Notes-based product created by VCG Software. When VCG discontinued support of C-PAS, Mee Derby hired a CPAS Consultant with Lotus Notes expertise to manage the technology. After migrating to Bullhorn in June of 2003, Mee Derby was able to turn the difficult chore of technology management over to Bullhorn's expert staff.

**Access to Client
Information Impacts
Bottom Line**

Mee Derby tracks all candidate and client information in Bullhorn and claims that fast access to this information has been a critical factor in closing deals.

With Bullhorn's "self-filing" mail system, every email to and from clients and candidates is attached to their files and is accessible to anyone in the company. Even if the original account manager or recruiter is not available to discuss a customer issue, employees have access to email conversations, notes and historic activity. Robin Mee cites several situations in which immediate access to the original job orders and email exchanges in Bullhorn have helped bring clarity to disagreements or disputes, resulting in recouped income for Mee Derby.

In one situation, Mee Derby received a salary offer that was lower than originally agreed upon and a figure they felt wouldn't be acceptable to the job candidate. The client asked to see the original job description in writing, and within minutes Mee Derby located the information in the "Client Activity" file. Within an hour the client came back and agreed to the higher salary. With Bullhorn, job descriptions and emails are not limited to one person's files. Even if they are deleted, inbound and outbound emails are automatically saved under client "activity file" and anyone currently working with the client can view all relevant account information.

Mee also raves about Bullhorn's intra-office communication capabilities, "Bullhorn allows our staff to communicate in a way that really makes sense. Using Bullhorn is almost like automatically cc'ing someone on every important communication, yet you don't end up with thousands of emails in your inbox."

Proud of Relationship

When Mee Derby counts the ways it stands out from its competitors, advanced technology systems is one of them. "Many of our customers also use Bullhorn, and all are impressed that we care about making our recruiters more effective. We not only talk about giving our recruiters the best technology tools on the market, but we use Bullhorn and stand behind it. Frankly, Bullhorn is a recruiting and retention tool for my staff," says Mee.

Mee backs this up with examples of her employees who say they joined the company because of Bullhorn. One employee had sampled Bullhorn and saw the value of using the technology, but previously worked for a company that hadn't invested in Bullhorn, which she deemed necessary to stay competitive. Another Mee Derby employee says that using Bullhorn and working from a virtual office were the significant reasons she came to Mee Derby.

"As the 'talent war' heats up and the significance of technology as a recruiting tool becomes more apparent, it also becomes clearer that investing in Bullhorn has been one of my best business decisions," says Mee. "As a vendor to the Staffing Industry, we've seen many of our clients migrate to Bullhorn, all with results similar to ours. Additionally, we have made significant business alliances with other Bullhorn clients and the result has been a win-win for everyone."

Robin Mee is also pleased with Bullhorn's customer service and support and the commitment to constant process improvement at Bullhorn. She says Bullhorn has been responsive and flexible about customizing software to Mee Derby's needs.

Concludes Mee, "With Bullhorn, we are able to hire the best Executive Recruiters no matter where they live. As a result, they are geographically closer to our candidates and clients. Everyone wins – staff, management, clients and candidates."