

# **Title: RBW's strategic transformation: Leveraging Bullhorn for data integrity and operational excellence**

## **Introduction**

RBW Consulting is a recruitment consultancy specialising in the life sciences sector, covering everything from drug inception to marketing and release. With operations in Europe and the US, RBW faced significant challenges due to its growing size. The expanding team realised they needed to streamline their operations and improve their data integrity.

## **Challenges**

Before adopting Bullhorn, RBW's technology was not cloud-based. Dominic Mitchell, RBW's Global Operations Director, described their setup as "a traditional server which led to numerous issues, especially with remote offices and setting up the US operations."

Additionally, their method of tracking business performance was cumbersome and inefficient. "We had extensive spreadsheets, but they were not tied to the realities of the data we were recording," explained Mitchell. "Consultants reported their weekly KPIs via email, which were then manually updated in a central spreadsheet. This process was not only time-consuming but also prone to inaccuracies and inconsistencies."

## **Solution**

### **Remote working with cloud-based technology**

RBW's digital transformation journey began earnestly in 2019 when they adopted the Bullhorn CRM. They went live with Bullhorn in September 2019, followed by the integration of Bullhorn Analytics in mid-2020 and automation tools in early 2021. This shift to cloud-based solutions provided immediate benefits. "We were able to overnight just flip a switch and have everyone working from home exactly the same way they'd been working from the office," said Mitchell, highlighting how the timely adoption of cloud technology allowed them to smoothly transition to remote work during the pandemic.

### **Better business development with Bullhorn Analytics**

Bullhorn has greatly enhanced RBW's business development efforts. By leveraging the information stored in Bullhorn Analytics and utilising automation, RBW can efficiently send out marketing materials and gain actionable insights through

client-specific reports. They can easily access Bullhorn data, which makes it straightforward to understand client interactions, aiding both cold outreach and deepening relationships with existing clients. This data-driven approach allows RBW to be more effective in its business development strategies, fostering stronger client connections and informed decision-making.

### **Improved candidate engagement with Automation**

Manual outreach remains an essential part of the process for RBW, but automation supports it by making the workflow more efficient. Consultants can focus on personalised interactions while the system handles bulk communications, improving overall productivity and response times.

According to Mitchell, "Automation allows our consultants to work a lot more efficiently, and for jobs to get to our candidate base quicker as well."

### **Results and benefits**

The implementation of Bullhorn has transformed RBW's operations. By moving to a cloud-based system, RBW resolved their accessibility issues, allowing seamless remote work and improving overall productivity. The automation and analytics solutions provided by Bullhorn also streamlined their KPI tracking and data management processes, making them more efficient and less reliant on manual entry and updates.

Moreover, leveraging Bullhorn's technology for data hygiene has been a game-changer. "Candidates that haven't been spoken to in a certain period of time are now automatically flagged, and statuses are updated to keep the data set clean. This ensures that RBW can maintain a high standard of data quality, which is crucial for making informed business decisions and providing top-notch service to their clients".

Improvement in data hygiene is evident from the significant decrease in incorrect logging by consultants. **In 2021**, consultants averaged **50 incorrectly booked interviews**, but this number has dropped to **just 0.07 in 2024**.

### **RBW's approach to AI**

AI is set to substantially impact the recruitment industry over the next three years, prompting RBW to prepare for this significant change rather than rushing to implement generative AI functionalities immediately. While AI and automation are

becoming increasingly crucial in various sectors, including life sciences, RBW is strategically positioning itself for the comprehensive integration of AI technologies.

*"The impact that's going to have on the recruitment industry over the next three years is going to be absolutely huge. So I think that's more what we're working towards than worrying too much about getting some gen AI functionality into our processes. We're kind of keeping our powder dry, getting ourselves ready for the full directive AI",* said Mitchell.