

# How Procom embraced change, adopted AI early, and won

## Challenge:

The old playbook wasn't enough. Staffing is an intensely competitive industry where speed, quality, and cost efficiency determine who wins. Today's candidates move faster than ever, applying to thousands of jobs with a single click, and clients expect more. **Procom needed to grow market share and hit ambitious growth targets without increasing headcount or operational costs.** Recruiters were spending too much time on administrative work, such as resume formatting, submission notes, screening, and sourcing, which slowed time to market and limited productivity, especially for junior recruiters. Business as usual meant falling behind.

## Solution:

Procom refused to watch from the sidelines. They partnered with Bullhorn to adopt **Amplify** early, choosing to take a risk rather than waiting for AI to be "perfect." **By leveraging AI-powered screening agents, resume formatting, submission templates, and chat-driven insights, Procom eliminated administrative friction and enabled recruiters to focus on high-value, relationship-driven work with candidates and clients.** Amplify also provided real-time visibility into recruiter and candidate behavior, empowering Procom to continuously refine training, processes, and engagement strategies.

## Results:

The numbers tell the story of a firm that rewrote the rules:

- **10% of placements were** driven through the Amplify screening agent in the first month
- **Conversion rate surged from 20% to 33%** through more consistent, professional submissions
- **Junior recruiters ramped faster,** slashing time to productivity
- Recruiters **engaged candidates after hours,** meeting candidates when they're available
- Teams scaled output **without scaling costs,** creating a sustainable, competitive advantage for long-term growth

“What got you here last year might not get you there next year.”

COO,  
Procom **Wendy Kennah**

# How Tal Healthcare tore down the old playbook, deployed Amplify, and redefined recruiter productivity

## Challenge:

In today's fast-moving healthcare staffing market, manual workflows mean falling behind. As AI reshaped the industry, Tal Healthcare wanted to stay a step ahead of both clients and competitors. Existing workflows were time-intensive, highly manual, and limited how quickly recruiters could move from intake to submission. To grow efficiently with a leaner team, Tal Healthcare needed to fundamentally tear down and rebuild how work was getting done, without compromising the candidate or client experience. The gap between those who transformed and those who didn't was widening fast.

## Solution:

Tal Healthcare refused to protect the broken model. Rather than tweaking processes that didn't work, they adopted Bullhorn Amplify to dismantle and rebuild their recruiting workflows from the ground up. By embedding Amplify across every step of the process, including enrichment, screening, and automation, the team entirely eliminated manual tasks like job description creation and data cleanup. Amplify enabled faster, more consistent workflows while empowering recruiters to focus on strategic, relationship-driven work and candidate engagement that actually closes placements.

## Results:

The transformation delivered measurable results, fast.

- **Job descriptions generated in minutes,** eliminating full-day manual creation
- **87% of jobs enriched automatically,** driving data quality and downstream automation
- **Screening completion rates consistently hit 90%**
- **21% increase in candidates placed from within their database**
- Recruiter productivity surged, supporting growth **without expanding headcount**
- **Team shifted from administrative work to revenue generation**

“It used to be that we had an operations person who was creating job descriptions, and this could take maybe a day. Now, with Enrich, as soon as we open the job description, within minutes there's a job description loaded into the job without any human intervention.”

Vice President of Recruitment Operations,  
Tal Healthcare **Kelly Santiago**

# How Employment Solutions of New York stopped waiting, automated screening, and scaled without limits

## Challenge:

Large firms can't scale on phone calls alone. As a high-volume, light industrial staffing firm, Employment Solutions of New York faced a reality most firms refuse to acknowledge: manual recruiting at this volume simply doesn't work. With roles that require class-based placements and hundreds, sometimes thousands, of applicants per job, **it was impossible for recruiters to personally contact every candidate.** Manual outreach limited response rates, slowed hiring, and stalled growth. The old playbook was breaking.

## Solution:

Employment Solutions of New York broke from the pack and adopted **Bullhorn Amplify** to automate first contact and screening at scale. Using the AI-powered screener, the team instantly engaged applicants upon application, which no human team could do alone. **Amplify enabled consistent, immediate outreach, transformed candidate experience** through voice-enabled interactions, and **allowed recruiters to focus on strategic, higher-value work,** while AI handled top-of-funnel engagement 24/7.

## Results:

The numbers proved what bold actions could achieve:

- **70% screener completion rate** across high-volume roles
- **30 placements driven by Amplify** in just 6-weeks
- **4.6 / 5 candidate experience rating,** even in a traditionally tech-averse workforce
- Scaled candidate engagement exponentially **without increasing recruiter workload**

“We anticipated a little resistance on engaging with the AI screener, however, we've noticed once candidates are redirected to our webpage, they love it. I think the voice aspect of it being talk-to-text is extremely beneficial for those who are not so tech-savvy.”

Technical Project Manager,  
Employment Solutions of New York **Steven Popovich**