



Bullhorn 
Connect

Case Study

“The log-on process is more streamlined, efficient and easier, as we don’t have to explain to workers how to change from another agency to us in the app. We market the app as Bluestones Scheduler and the end worker doesn’t know that it is a Bullhorn product, this is something that we use as our tool for our own workers, that is fully branded as Bluestones.”

Hayley Parry, Bluestones Group

KEY BENEFITS

**Replaces lots of apps
with one platform**

**Easily visualise workforce
to see utilisation**

Makes shift handover easier

Simplifies compliance

Customisable

**Implementation took
less than 4 months**



Bluestones Investment Group invests in staffing service companies, operating a balanced portfolio of businesses in specific divisional sectors.

Location: United Kingdom

Customer since: Sept 2020

Bluestones Group leverage self-service capabilities in Connect to drive efficiency

Bluestones Group was formed in 2014 and has since grown to be a multi-million pound business, with offices throughout the UK and a balanced portfolio of staffing brands. They have been a Bullhorn Recruitment Cloud Workforce Management (previously Sirenum) user since 2020. When Bluestones brands went live on Workforce Management, they also started using MySirenum, the application for workers that allows them to manage their availability and clock in and out of shifts.

In 2022, Bullhorn released Bullhorn Recruitment Cloud Connect, the new mobile platform for workers that leverages more advanced underlying Salesforce technologies and allows for more functionality, customisation and a more robust roadmap. Due to an appetite for innovation and staying ahead of the curve, Bluestones decided to be one of the first companies to adopt the new application.

We sat down with Hayley Parry, the Business Systems Manager across all Bluestones brands and the main project owner for MySirenum and Connect, to discuss the process and the benefits of the move.

Innovation and change

“Our brands have innovation in their DNA, they like to be on the most up-to-date products and they like to keep up with the times. We were also really interested in an application that we could brand, tweak and customize as our own. Our brands like to change things and have specific configurations and they felt like they couldn’t do that with MySirenum. So the fact that we could now configure the app to their way of working was a huge bonus, but of course they are also all about their brand being out there and having a branded app and identity goes towards that.”

Modern look and feel

“At first it was about the look and feel of the app – it was a lot more modern. It was also more user-friendly and it looked more like a native app than MySirenum and aligned better with worker expectations for how apps look and behave.”

Visit bullhorn.com to learn more.





Bullhorn
Connect

Case Study

"Today around 85% of our workers have adopted the application, checking timesheets, checking holiday pay and uploading documents primarily. For new workers, there is a 100% adoption rate."

Hayley Parry, Bluestones Group

Custom branding helps Bluestones stand out

"From a branding perspective, we realized having an app that is dedicated to Bluestones was a lot better for us. With Connect, there is a proprietary app for all Bluestones Group workers but with brand-specific UI & UX once the user logs in. The log-on process is more streamlined, efficient and easier, as we don't have to explain to workers how to change from another agency to us in the app. We market the app as Bluestones Scheduler and the end worker doesn't know that it is a Bullhorn product, this is something that we use as our tool for our own workers, that is fully branded as Bluestones."

Better compliance, payroll efficiencies, and more

"It's been a huge benefit to our compliance team. Due to more self-service capabilities in [Bullhorn Recruitment Cloud Connect], such as document upload, there has been a significant reduction in our teams chasing workers. In the past, workers would send us their qualifications and documents in an email and the compliance team would upload the documents one by one in the system, attaching them to the worker's record. This is no longer the way we work, workers upload their documents themselves in the app and our team just reviews them. Workers can also update their profiles with addresses and bank details, which now pulls through automatically into the payroll system."

There are also efficiencies in payroll and a reduction in holiday pay queries because workers can now view their hours worked and how much they will be paid in the app. Before, when workers did not have this view, and payroll would go out on Friday, there would always be a mad rush to answer questions and queries from workers. Now the questions trickle in throughout the week so they are much more manageable or there are simply no questions because they see their shifts, hours worked and rates in the app. For holiday pay, workers never had visibility of that before Connect. That is a massive time efficiency as well.

Some of the brands have their workers managing time through the app as well, which is yet another efficiency for payroll. Some of the workers also manage their expenses through the application - before this was done manually, the worker would send in their expenses via email and the consultant would go manually through each receipt and upload those which would then also have to be manually processed by payroll. Now it's a couple of clicks."

Strong Workforce Reaction and Adoption

"We started communicating with our worker base about two months before we wanted to switch over to Connect. Our strategy was not to run both apps in parallel but switch MySirenum off and Connect on. In order to obtain buy-in from workers, we communicated to them that they will be able to have greater visibility into payroll and timesheets and that the app would be more modern and user-friendly. While some users still tried to go to the old app, soon everyone was on the new application. Today around 85% of our workers have adopted the application, checking timesheets, checking holiday pay and uploading documents primarily."

For new workers, there is a 100% adoption rate because workers have to upload their onboarding documents through the application. We have created training videos for our workers as well to make sure everyone knows how to use the app. This has been a real success for us."

What's next

"Next we will be implementing a feature called 'Find work' through which workers will be able to find and apply shifts that are interesting to them. Currently our process is still that shift offers are being sent to workers, and often the volume is quite large. We would like to switch to a way of working where the worker has more self-service options in terms of finding and applying for the jobs they want."

About Bullhorn - Visit www.bullhorn.com

Bullhorn is the global leader in software for the recruitment industry. More than 10,000 companies rely on Bullhorn's cloud-based platform to power their recruitment processes from start to finish. Headquartered in Boston, with offices around the world, Bullhorn is founder-led and employs 1,400+ people globally.

