

GRMSEARCH

BUSINESS TYPE:
CONCENTRATION:
LOCATION:
WEBSITE:

Permanent, Temporary, Contract
Legal, Insurance, Compliance, Front Office, IT/Technology
APAC
www.grmsearch.com

Leading Recruitment Agency Chooses Bullhorn to Expand Internationally

CHALLENGES

- Aggressive expansion and an international workforce makes using the right software system of vital importance for adoption and productivity
- GRMSearch requires a system that enables and supports unlimited growth potential

SOLUTIONS

- Bullhorn has provided a clear solution that has supported and enabled GRMSearch's growth through a world class cloud-based platform
- GRMSearch has found a provider that truly wants to develop and grow as much as they do
- Bullhorn is a recruitment system that really appreciates and focuses on the core functions important to recruiters

BENEFITS

- Mass emailing allows the company to engage with over 45,000 clients and candidates each week
- Bullhorn and its Marketplace Partners have automated processes, saving time and money spent on menial tasks

GRMSearch is a full service executive search company offering expert recruitment services and advisory consultancy to a large list of prestigious clients within the APAC region. Specialising in Legal, Insurance, Compliance, Front-Office, Real Estate and Hospitality sectors, GRMSearch is renowned for consistently finding the ideal candidate fit for its clientele's diverse needs. What makes GRMSearch truly unique, however, is its ongoing employee retention support and training, which ensures that all candidates are not only a great fit but are also placed to last.

GRMSearch operates under the mantra of constantly striving for evolution and growth, with 2014 marking its strongest and most daring year to date. Following unprecedented year-on-year growth, GRMSearch opened offices in South Africa, Melbourne, Tokyo to complement its Hong Kong base. Because GRMSearch has used Bullhorn for over 10 years and now has an expansive APAC presence, we've reached out to Chief Executive Officer Rob Green to ask how Bullhorn has helped support its international success.

For a company as ambitious as GRMSearch, choosing a software provider is a critical decision. A provider needs to be able to support expansive growth and a diverse team, as well as remain reliable across time-zones through a true cloud network. Since 2013, GRM has realised impressive expansion, growing from 5 to 30 employees and opening an additional 5 offices internationally. Aggressive expansion can, however, come with mountainous challenges around coordinating international teams, which makes using the right software system of vital importance. Bullhorn has allowed GRMSearch to collaborate and access data reliably from its intuitive interface, and new recruits adopt the system easily, ensuring that everyone on-board is productive from day one. "Bullhorn is really a system we can grow into," stated Green. "It's met all of our needs and I'm confident it will only get better as we continue to grow."

Bullhorn has proven to be an invaluable asset, supporting GRMSearch throughout its growth and continuing to evolve alongside the company. Rob Green and his team appreciate that the Bullhorn development team puts a great deal of effort into improving the core functionality that GRMSearch uses on a daily basis. Rob himself admits that too many well known competitors are losing focus on what recruiters are really looking for in a recruitment database. They're pleased to say that Bullhorn, on the other hand, truly cares about being functional, usable, and reliable. "I've been in recruitment for 14 years and the role of a recruiter is constantly changing," Green remarked. "I'm happy to say that we work with a database that understands this - Bullhorn really seems to understand what's important to recruiters on a practical level and is changing along with us, which is great."

Uploading candidates and clients, swift access to data, storage of information and CVs, email tracking and all other core functions have never been more intuitive and efficient. For more specific tasks, GRM has taken advantage of the Bullhorn Marketplace, bringing on board best-of-breed partners such as Daxtra and Cube19, which have allowed GRM to significantly reduce man hours spent on administration and invest them elsewhere. Rob himself also believes that marketing has been key to GRM's growth, and Bullhorn has really empowered GRM's engagement through integrated mass email. GRMSearch now engages with over 45,000 clients and candidates on a weekly basis through Bullhorn, a level of engagement much of its competition simply isn't willing and able to do. "I've found that recruiters aren't admin-driven by nature - they like to get on the phone, make a few calls, and move on," said Green. "You need a system that's easy enough to use and works consistently if you want recruiters to engage with it. Bullhorn has really helped us with that. "

The Future

GRMSearch has had a very promising year to date, with sights set on even brighter future projections. Rob's a firm believer in constantly striving to improve and has, admittedly, been approached by a number of well known competitors, but has chosen to remain with Bullhorn because he believes no other recruitment software provider can match Bullhorn's attention to detail and commitment to innovation. "There are several thousand recruitment agencies in Hong Kong alone and we constantly strive to be better than each and every one of them" said Green. "A big part of that is the technology that we use. As long as you have a partner like we do in Bullhorn that's constantly striving to improve, you're in good hands."

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