Applicant Tracking Systems: Using Bullhorn to Streamline Job Matching

MassHire Lowell Career Center

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11/15/2020

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LOWELL CAREER CENTER

The Problem

- Replace an existing software to manage customer résumés.
  - DocStar
    - Expensive
    - Stand alone computer and scanner
    - Staff cannot enter résumés at their desk
    - Poor search function
    - Poor interface resulted in lack of use

Searching for a Solution

Document Management

- Designed for file storage

- Software installation or hardware requirements

- Search not designed for résumés or job searching

- Very expensive

Applicant Tracking System

- Designed for résumé collection and customer management

- Web-based, no local storage

- Skill-based search function

- Matching candidates to a job or skill needed

- Used by recruiters and HR

- Expensive

Bullhorn

- Local company

- Less expensive than other software

- Web-based

- Résumé collection/retrieval

- Career Portal - job postings

- Matching/ Searching

Advantage for Customers

- Customer don't know it exists

- Résumé storage

- Easy upload of files

- Career Portal – highlighted jobs

- No redirect to email or telephone

- Matching

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Career Portal – Posting Jobs

- WordPress Plug-in to publicly post job openings

- One-click submission

- Ability to highlight jobs

- Bypass of the glut of jobs on Mass JobQuest
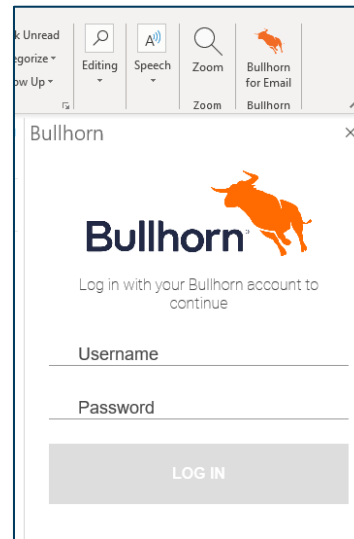
Collecting Résumés - Customers

Locally Stored

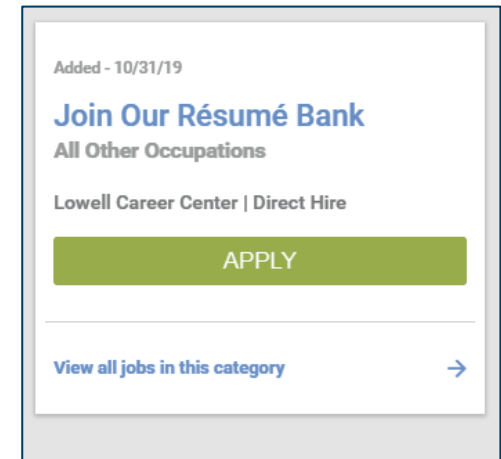- Uploading individual résumés stored locally through Bullhorn
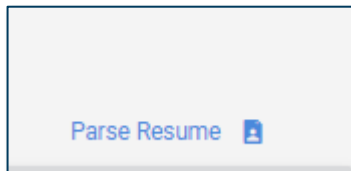
Outlook

- Staff with Bullhorn accounts can upload a résumés directly from Outlook
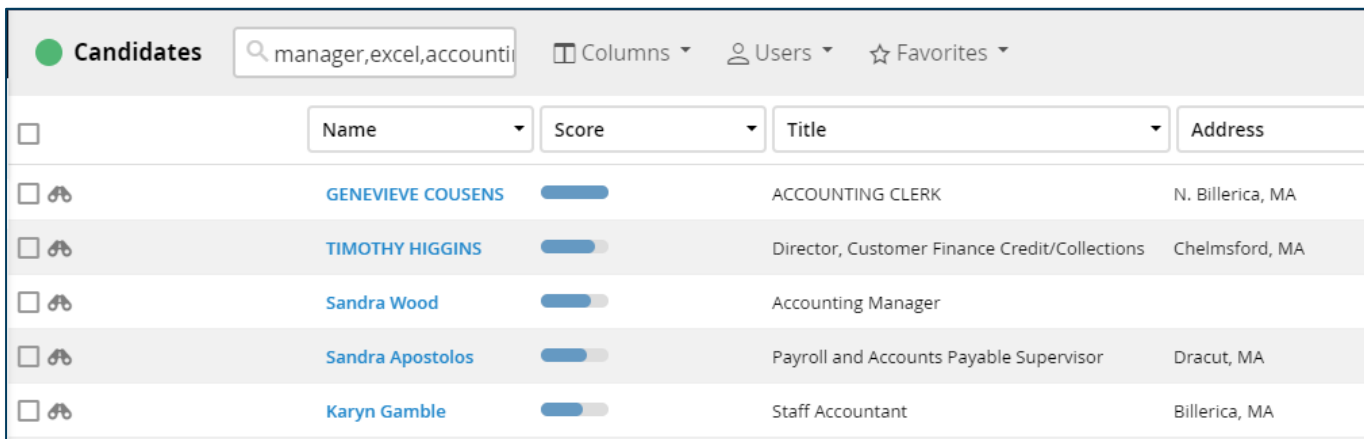
Career Portal

- Any customer can upload their own résumé to Bullhorn through the Career Portal

Managing Customers in Bullhorn

- Quick view of Résumé and customer details

- Retrieve résumé files as submitted

- Search for customers with specific skills in résumé

- Ranking/matching customers with open jobs

Challenges/Long Term Goals

Challenges

- Staff Acceptance

- Resistance to new technology

- Technical abilities

- Price

- Not all staff have access

- Not integrated in MOSES

Long Term Goals

- Requiring all customers to submit their résumés

- Posting all MHLCC jobs on the Career Portal

- Using Bullhorn to match customer to jobs or jobs to customers.

- Using Bullhorn to recognize skill trends

- Being competitive in the technology we use to place our customers

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