KYLOE PARTNERS®, BULLHORN'S® GLOBAL INTEGRATION PARTNER, UTILIZES MARKETING AUTOMATION IN THE RECRUITMENT INDUSTRY TO DOUBLE THEIR LEAD GEN CAMPAIGNS AND CUT 60% OF THEIR WORKLOAD

COMPANY SNAPSHOT

Kyloe Partners provides assistance to recruiters through Bullhorn CRM technology integrations and consulting services. Kyloe was founded in 2015, 5 years after Raymond Pennie, Co-Founder and Director of Kyloe, and Stewart Morgan, Co-Founder of Bullhorn, struck up a train-ride conversation about helping Bullhorn CRM users get the best technology in a quickly evolving industry. The UK-based company has grown significantly, now boasting a global presence, an expanding client base and an impressive tech development and implementation portfolio.

GOALS

Kyloe was searching for a user-friendly, CRM-integrated solution that eliminated meticulous tasks, sped up the process of finding and engaging contacts, allowed them to easily build emails and landing pages and streamlined the communication between Sales and Marketing. As Bullhorn's global integration partner, Kyloe understood the importance of alignment between technologies and knew that their current solution, Act-On, was holding them back. Kyloe was not actively searching for a new partner. In fact, they were considering writing a custom integration of their own for Bullhorn until Pennie was coincidentally introduced to Salesfusion.

RESULTS

Kyloe and Salesfusion, both key partners of Bullhorn, attended Bullhorn's annual event, Engage. After a single live demo, Pennie was immediately impressed with Salesfusion's intuitive platform and powerful integration capabilities. Today, Kyloe is a Salesfusion super-user! Marketing Manager, Kirsten Moorman, is a seasoned marketing automation expert, having worked with a handful of platforms including Marketo, Hubspot and Act-On.

Moorman uses the Events integration with GoToWebinar to run a robust webinar program that's accumulated a large following. The ability to create professional landing pages and emails quickly based on templates has cut 60% of her workload and doubled the volume of marketing communications she's able to deploy. She was even surprised to discover how simple it was to create sophisticated nurture campaigns with Salesfusion. Most importantly, however, Salesfusion met the all-or-nothing demand for a seamless CRM integration with Bullhorn with no need for a custom integration or workarounds.

"The synchronization between the two systems has been a major improvement on my day-to-day job. I don't have to pull information from Bullhorn manually by exporting to Excel and I can just expect both of the systems to have all data synced. Having my Sales team go to Bullhorn and see the customer journey is even more amazing. They know exactly what they could possibly sell based on web visits and email opens."

—Kirsten Moorman,
    Marketing Manager

SALESFUSION FOR RECRUITMENT

As a company that specializes in understanding the recruitment industry, Kyloe works to address Bullhorn users common challenges with their outdated tech stacks: poor quality data, lack of CRM integrations, limited marketing insight and complicated solutions. The native Salesfusion integration with Bullhorn gives recruiters and marketing teams access to branded emails templates, the ability to add candidates and clients to nurtures based off of engagement, custom reports, lead alerts, and visibility into quality data that helps a recruiter understand when it's best to contact their client or candidate. "Salesfusion brings a really easy way for recruiters to look really good by using their Marketing team's skills," claims Pennie.