



MARKET LEADING STAFFING COMPANY, CLARITY CONSULTANTS®, UTILIZES SALESFUSION TO TRACK MARKETING SOURCED REVENUE AND REMAIN TOP OF MIND TO ACHIEVE MORE EFFECTIVE SALES AND MARKETING PROCESSES

COMPANY SNAPSHOT

Clarity Consultants® is a specialized staffing and consulting firm that helps organizations successfully develop and deploy business-critical training programs through the placement of project-based learning and development consultants. Clarity, originally founded in 1992 as Pacific Netsoft, Inc., shifted focus and names after years of technology-specific client's asking for technical writers to develop training for their products. Today, they are a top staffing firm with impressive recognition, such as Top Training Outsourcing Company by Training Industry, Inc. in 2017 and 2018 as well as Best of Staffing Talent Satisfaction by ClearlyRated in 2019.

GOALS

The company was searching for a reliable solution that would provide robust tracking and reporting, cut painstaking processes and help them remain top of mind with their existing database of clients to successfully reallocate budget and resources for a more data-driven sales and marketing process. As a Bullhorn® CRM customer of over a decade, Serafim Mendonca, an Executive with vast experience across marketing, business technology and operational efficiencies, knew that finding a platform with a robust integration with Bullhorn was essential. "We were at a place that we were not going to take on a new MAP if it required a 3rd party integration. We had tried custom 3rd party integrators, Zapier, etc. and the results were not what we wanted. The expected outcome in acquiring any new MAP was that the vendor would provide and manage a robust integration with Bullhorn. We've been with Bullhorn for nearly 14 years and had no intention of changing that part of the equation." stated Mendonca.

RESULTS

Clarity uses Salesfusion to accomplish their goals: landing pages with contact forms to capture website visitor data, one-off email campaigns and powerful email nurtures to stay top-of-mind with clients, contact and account-based scoring, and tracking for better visibility into the buyer's journey. The company has significantly increased the amount of automated email marketing tasks, allowing Sales to reallocate their time on higher-value tasks. With Advanced Analytics BI-grade reporting, they gain visibility into what is working and what isn't so they can address weaknesses in their content and programs. With the robust, native integration between Salesfusion and Bullhorn, the platforms synchrony easily align Sales and Marketing and cut the need to manage two contact databases.



"If you are a staffing firm that's been on the Bullhorn platform for a while like us and are serious about content marketing, Salesfusion could be a game changer"

—Serafim Mendonca,
Sr. VP, Corporate Development

Customer

Clarity Consultants

Industry

Recruiting and Staffing

Headquarters

California

Why Salesfusion

Bullhorn CRM

ABOUT SALESFUSION

Salesfusion is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automations and superior reporting, we focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion and driving more revenue.