

CloudCall telephony integration with Bullhorn CRM delivers improved productivity and significant cost savings to Incite Solutions



Background

Incite Solutions (ISL) is a recruitment consultancy business that specialises in working with experienced professionals in IT & Technology, Project Management, Engineering and Financial Services, as well as Interim & Senior Executives.

In common with many recruitment companies, ISL makes a high volume of calls daily to both clients and candidates. Prior to implementing CloudCall, the company made calls using the business telephone lines provided in its serviced offices and as a result, it was incurring high monthly call costs.

The Business Benefits

Having considered other telephony tools such as Skype in order to cut call costs, ISL heard about CloudCall through its recruitment CRM provider Bullhorn. This provided an excellent alternative solution as although the significant cost savings on calls were the key driver (they have achieved savings of at least 50% on their monthly phone bills), the added benefit was the integration with the Bullhorn CRM, which once in place resulted in a big improvement in the ISL consultants' efficiency in making and

recording calls. They were also particularly pleased with the ease of purchase and support available.

A year on, ISL say that using CloudCall has improved a multitude of its business processes including better compliance and data information in their Bullhorn CRM. The built-in call capabilities have also improved the speed of the recruitment processes as the click-to-call functionality made it easier to make calls and so increased staff efficiency and productivity. Access to the dashboards on the SYNETY Portal has also provided better management information and general tracking in monitoring calls and productivity.

Conclusion

Henry Keeys, Director of Incite Solutions Ltd, commented: "We're very happy with CloudCall and see the product as excellent value. We would recommend CloudCall to other businesses purely as a result of the cost-savings that have been gained but this alongside the availability of better management information on the dashboards, has been very good for our business".

The Challenge

In common with many recruitment companies, ISL makes a high volume of calls daily to clients and candidates. The company was making calls using the telephone lines provided in its serviced offices and incurring high monthly call costs, which it needed to reduce.

The Solution

The integration of CloudCall with ISL's Bullhorn recruitment CRM gave the company additional functionality and management information as well as savings of at least 50% on its monthly phone costs.

The Results

In addition to dramatically reducing call costs, the built in call capabilities of CloudCall has improved staff efficiency and productivity. Management also has better information and visibility of the number and quality of calls made.

See how **CloudCall** can benefit your business.

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