

Bullhorn



# How Bullhorn's AI-Enhanced Self-Service Hub Drove Efficiency Gains

## Company Overview

For 25+ years, Bullhorn has supported recruiting firms with innovative technology solutions covering the full recruitment lifecycle. Over 10,000 staffing firms worldwide use the company's talent acquisition, payroll management, and exceptional candidate engagement software. The organization's cloud-based platform is an essential resource for companies navigating the recruiting process.

## The Challenge

Rapid expansion led to the inheritance of multiple legacy systems, each with separate authentication processes, making it difficult to connect customers with their account and product information. The existing support hub was outdated and lacked personalization, with basic chat functionality. Without a single source of truth, workflows were slow and inefficient, driving the need for a unified, modern solution with personalized AI-driven support.

## The Approach

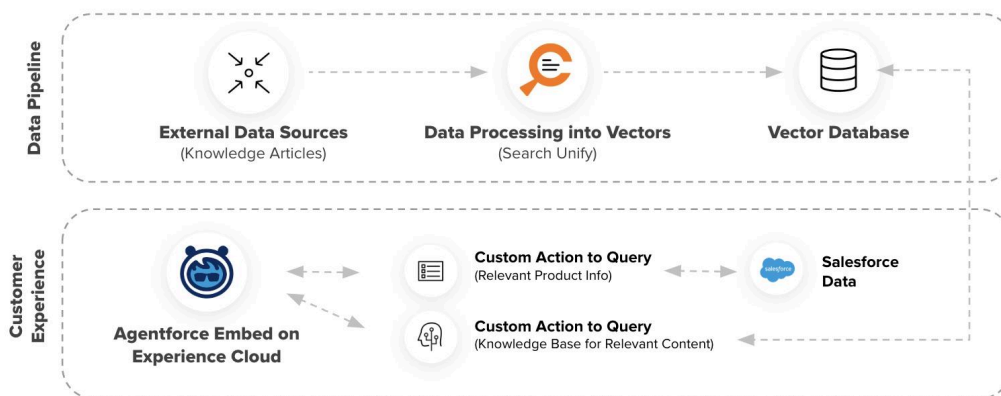
Bullhorn turned to LaunchPad Lab for support. To map out plans for the new, unified system, the team used a structured approach involving research, technical planning, tech stack selection, testing, launch, and maintenance. The new product would be built using Salesforce Experience Cloud, existing data would be migrated to the new system, which would offer a seamless SSO authentication, personalization, and AI-agent support via Agentforce.

### Pain Points

- ✗ Decentralized data
- ✗ Outdated UX/UI
- ✗ Inefficient workflows
- ✗ Slow, manual processes
- ✗ Limited support functionality

### Product Requirements

- ✓ Single source of truth
- ✓ Ease of use
- ✓ Modern, streamlined workflow
- ✓ Self-service tooling
- ✓ Personalization



# Empowering Customers with Personalization, Self-Service Tooling, and AI-Backed Support

## The Solution

The new Bullhorn Hub streamlines customer interaction, enhances self-service, and modernizes support with AI automation.



**Seamless Authentication** – Single Sign-On (SSO) via Salesforce and ATS ensures secure, instant access. If verification fails, a support ticket is automatically created.



**Personalized Experience** – Tailored insights based on user, account, and product data for a customized journey.



**Self-Service & Learning** – Users can update profiles, manage subscriptions, track course progress, and access past activity.



**Account & Product Management** – View account products, monitor system status, access quick links, and explore upgrade opportunities.



**AI-Driven Support** – Agentforce provides instant answers via Search Unify, with live agent escalation when needed.

## The Results

The Bullhorn Hub delivers faster support, improved efficiency, and a seamless self-service experience.

- ✓ Fewer Support Cases
- ✓ Boosted Adoption
- ✓ Fast Deployment
- ✓ Higher Retention & Revenue
- ✓ AI-Powered Next Phase

## 2-Month Delivery

Shipping the AI Agent chat feature to market in record time.

“It’s amazing how much better Bullhorn is with this Hub. It’s not just a great experience—it’s helping to shape Bullhorn’s operations and future products.”

