



Bullhorn

The Bullhorn logo consists of a white silhouette of a bull jumping over a horizontal line, contained within a dark blue hexagonal shape.



What It Is

Bullhorn Pulse, Bullhorn's customer relationship solution, radically improves the relationship health of your organization by automatically tracking, analyzing and offering real-time insights that are crucial to customer success. With Bullhorn Pulse, you will have healthier relationships, reduced churn, and never-before-seen levels of transparency.

How It Works

The cornerstone of Bullhorn Pulse is our patented technology that **automatically collects relationship data by listening to conversation activity** – inbound and outbound – from all customer touch points including email, phone, and SMS between every point of contact in the relationship. Integrated with any sales force automation system, Bullhorn Pulse mines, associates, then visualizes the real activity against the records in your CRM.



6,000+ Customers 3 Billion Emails



Impact

"Our two sales teams sell products independently but share the same clients. They have different sales cycles and we needed a central way to keep organized. When a salesperson picks up the phone to call someone, they know exactly who's talked to them with Bullhorn."

Cassandra Mayberry
Director of Marketing at



Magic Quadrant for SFA

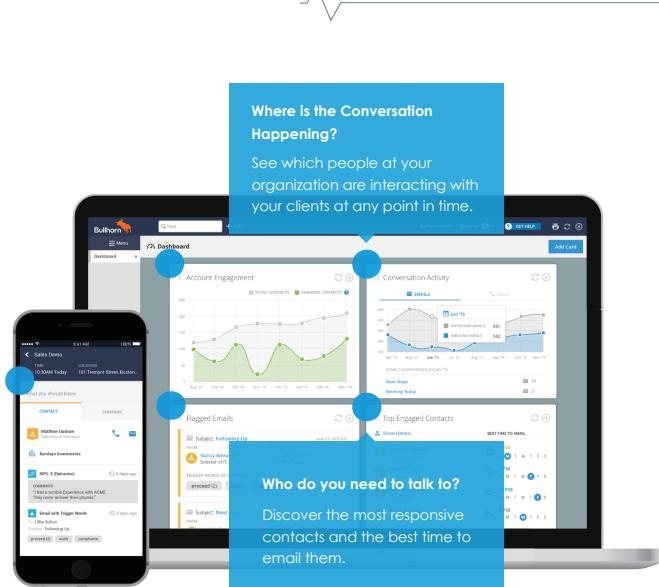
by analysts Robert P. Desisto & Tad Travis

See What You've Been Missing

"The greatest area Bullhorn has helped us improve the client experience is we are able to be much more proactive, we are able to plan much farther down the line, we are able to track activity making sure that we are in front of where our clients needs are so that we can create solutions proactively."

Kimberly Sperber

Director, National Accounts at



Strengths

- **Usability and functionality:** Respondents in the Magic Quadrant survey give Bullhorn high marks for usability. Gartner notes that the mobile application is built around user actions, not objects, which means that users have less searching and manual data entry to perform. The system also features strong email integration.
- **Platform:** Bullhorn is one of the few SaaS SFA companies to have built an API-centric user interface. This means that clients can customize the application by drawing from a library of prebuilt actions, saving time that would otherwise be spent in coding business-logic functionality. To date, clients and partners have built more than 1,500 applications on the Bullhorn platform, including 63 solutions built specifically by Bullhorn's partners.
- **Sales process analytics:** The Bullhorn system offers unique customer intelligence functions, such as sentiment analysis and engagement index scores. Sales performance analytics are embedded into every UI page, which makes it easier for managers to monitor team performance and for representatives to view real-time analytics.

A Closer Look at Pulse

by analysts Fernando Cruz & Rebecca Wettemann



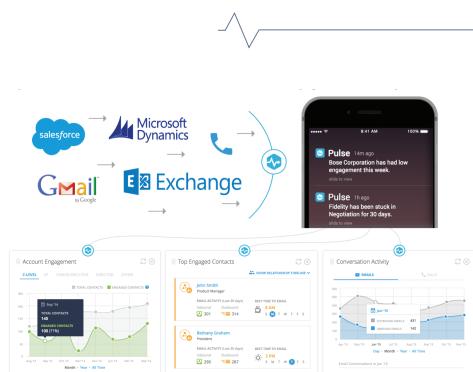
The Bottom Line

In looking at Bullhorn Pulse, Nucleus found its approach to applying intelligent monitoring to e-mail communications **drives greater sales productivity and effectiveness while increasing coaching opportunities**.

The Case for Bullhorn

Increased Sales Productivity

Pulse's intelligence provides sales people with insights on how they can use their time most effectively, from sending e-mails at the "right" time to identify why deals may have gone silent, reducing the time needed to bring deals forward. Additionally, insight sales managers get on effective strategies in particular accounts or with particular representatives can help them give more actionable and timely direction to their time, reducing the time spent in account strategy and review meetings.



Conclusion

By imbuing users with a clear picture of how sales personnel are communicating, Bullhorn dissolves the disconnect between what sales reps say they are doing and what is actually happening with customers. In fact, this total visibility aspect of Bullhorn is key as it allows any user to log in and see across departments and leverage collaboration to reach out to personnel that will likely move deals along faster. In our investigation of Bullhorn, Nucleus found that the savings in sales rep productivity alone are likely to justify the investment in Bullhorn; however, broader and more sustainable benefits from sales insights, coaching, and automation of best practices enabled by intelligent communications analysis will drive even greater potential return on investment.