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Bullhorn

Launching Bullhorn: Creating A Centralised and Engaging Learning Experience

"GuyKat played a crucial role in the success of our launch."

Jessica Lunan
Senior Customer Content Manager at Bullhorn

At a glance...

Bullhorn is a cloud-based recruitment and staffing solution software company.

Who are they?

Over 10,000 businesses around the world trust Bullhorn to enable their organisation to find and place talent, manage pay, and deliver an exceptional experience for the clients and candidates they work with.

Who are their learners?

Bullhorn's learners can be broken up into three audiences; internal employees, partners and customers. They have over **1,400 internal employees** and a customer base of more than **10,000 staffing and recruitment companies** worldwide.

What products and services do they offer?

Bullhorn offers an **industry-leading, cloud-based software** that is designed to streamline and enhance the recruitment lifecycle from start to finish, with advanced AI capabilities integrated throughout.

> "We collaborated closely with GuyKat throughout our Docebo implementation. Their expert guidance in configuration and seamless execution of our platform's design played a crucial role in the success of our launch."

Jessica Lunan
Senior Customer Content Manager at Bullhorn

Background

Bullhorn wanted to **centralise its learning resources into a single platform**. Only a small subset of their customer base previously had access to their legacy LMSes and they wanted a platform that could provide an easy-to-use space for training and development that could scale with their business.

Further, with the formation of a new team with a renewed push to drive product enablement internally, Bullhorn required a **modern, accessible learning platform** that could showcase its content in a streamlined and accessible manner.

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In October 2024, Bullhorn switched to Docebo. They needed a platform that would allow them to offer a unique user experience for their different audiences and gamification elements that would provide a new and engaging way to deliver learning.
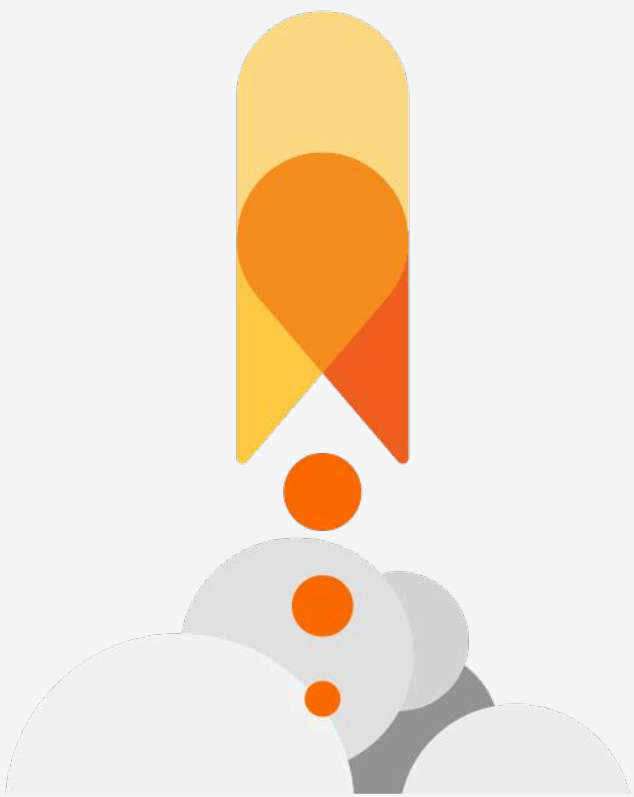
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Recognising the importance of an implementation partner who could provide expertise and professional UX/UI experience, Bullhorn also partnered with GuyKat to bring their space-themed design vision to life.

What was the learning challenge?

Bullhorn wanted to create a **seamless, engaging learning experience** for their different audiences. It needed to be tailored towards their learners' different and specific needs while minimising the need for extensive custom development. Essentially, they needed something that could be easily updated with the initial wow factor they were looking for.

Equally, they wanted to drive user engagement through the smart use of marketing initiatives, such as:

1. Creating **a space-themed page** to make learning more fun and visually appealing for their learners

2. Sending a **monthly newsletter** to highlight new content and platform updates

3. Introducing **gamification incentives** such as leaderboards, a reward shop and custom-designed digital badges

4. **In-person campaigning** at their annual conference to raise awareness and drive platform usage

What was the solution?

With GuyKat's expertise, Bullhorn has created an engaging, scalable learning experience that continues to empower their employees, partners, and customers.

Key elements of the solution included:

Custom-designed homepages for each Audience Segment:
GuyKat's UX/UI team worked closely with Bullhorn to create tailored homepages for their internal employees, partners, and customers. Design features included personal touches such as a custom title widget and custom course cards to ensure each audience had a relevant experience.

Interactive and Engaging Content Features:
The homepage designs included a scrolling carousel to highlight featured content, a leaderboard and gamification elements to increase motivation and friendly competition and a custom accordion for the FAQs page, ensuring key information was easily accessible.

Optimising User Navigation:
The platform's design was refined to reduce clicks and improve user experience, making it quicker and easier for learners to access content.

Ensuring Ease of Use and Long-term Manageability:
GuyKat played a pivotal role throughout the implementation process, empowering Bullhorn's internal team to independently update and modify the platform.

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Want to know more?

Get in touch with GuyKat. We'd love to talk.