

Exago BI a “Game Changer” for Midsize SaaS Enterprise

Introduction

This case study of Bullhorn is based on a March 2021 survey of Exago customers by TechValidate, a 3rd-party research service.



“**Game-changer.** We went from hassles with Jasper and Crystal reports and not being able to create what clients needed, to now they can use our base system Exago reports or make whatever they need!”

Challenges

The business challenges that led Bullhorn to evaluate and ultimately select Exago BI include:

- Their technical staff being overwhelmed with reporting requests
- Low user satisfaction scores

Use Case

The company found the following characteristics of Exago BI to be “best in class” compared to the competition:

- Value (feature coverage for the cost)
- Flexibility and Extensibility
- Front-End Usability
- Client Support

Results

- Bullhorn realized the following benefits following the deployment of Exago BI:
 - Improved efficiency of product development and support teams
 - Increased sales
 - Increased customer satisfaction
 - Improved the value for their customers
- Bullhorn saw a return on their investment in Exago BI within 3 – 6 months.
- Of the users with access to Exago BI, 75-100% made use of it after one year.
- The company realized the following benefits using Exago BI’s extensibility features:
 - Increased customer satisfaction
 - Reduced churn
 - A more customized user experience
- Bullhorn has saved 200+ developer hours per month since deploying Exago BI.

Company Profile

Company:
Bullhorn

Company Size:
Medium Enterprise

Industry:
Computer Software