

THE Retailer

Retail news from across Australia

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Global food retailer reveals its secret recipe for finding the right staff

Krispy Kreme Australia revealed it used an innovative online staff selection system to rapidly identify new staff for its first Perth flagship store at Westfield Whitford City.

As it prepared to open its first West Australian store in November, the international doughnut and coffee company revealed an Australian-developed online staff selection platform sorted over 1,800 job applications in 15 working days to identify 142 staff for its new outlet.

Krispy Kreme Australia's Human Resources Manager Sally Park said the only way she could quickly sort the 1,800 applications was to use the cloud-based staff matching platform Expr3ss! which pinpoints potential employees according to their cultural fit with the retailer.

"The Expr3ss! algorithms are more accurate and relevant than using a recruitment agency or spending hours reading resumes. Expr3ss! software that solves staff selection rapidly gave us a shortlist of candidates with the right cultural fit for Krispy Kreme.

"Expr3ss! developed an integrated online interview scheduling system and calendar for us. Candidates were able to book themselves in for an interview time instead of me having to contact them to book interviews."

Ms Park said Krispy Kreme has plans to expand in Western Australia with the help of Expr3ss!

For more information contact Andrew Lester
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Software that Solves
Staff Selection