

Web service filters recruiting costs

ALEXANDRA ECONOMOU

ADELAIDE business Puratap says it has saved \$200,000 in two years by streamlining its recruitment processes.

Since 2007, Puratap has used Expr3ss!, an online recruitment tools provider. The technology provides businesses with access to a subscription-based service.

Puratap HR manager Kelly Jorissen said the move had saved money and decreased the time it took to hire staff.

"It has improved our recruitment efficiencies incredibly," she said. "In some cases, it allowed us to hire up to 10 new staff in just two weeks. We have also been able to recruit better, with Puratap boasting a higher-than-average staff retention rate."

She said job applicants were directed through online career sites and newspaper advertisements to Puratap's website.

"It is an inexpensive way to ensure that our brand is being portrayed accurately to appli-

cants, who of course are also potential customers in the long run," Ms Jorissen said. "We know that even when applicants aren't successful in winning a position, if they have been treated fairly and communicated with effectively, then positive word of mouth is likely to flow."

Expr3ss! provides tools required for recruitment management. It tracks, manages and sorts job applicants and uses an online psychometric survey to find the right people for a job.