



Software that Solves
Staff Selection

Puratap Overview

Embracing the increasingly popular cloud computing technology has paid off for innovative South Australian franchise, Puratap - streamlining its recruitment processes and saving the business more than \$200,000 in just two years.

Since 2007 Puratap has turned its back on traditional recruitment practices and adopted Expr3ss!, an online recruitment tools provider, underpinned by web based cloud computing principles.

The web based technology provides businesses with access to a subscription-based service that extends the organisations existing capabilities in real time over the Internet, without investing in new infrastructure, training new personnel, or licensing new software.

Puratap HR Manager, Kelly Jorissen, said the move to the Expr3ss! online recruitment tools not only saved the business hundreds of thousands in recruitment costs, it has also decreased the time required to hire key staff.

“Using a cloud computing service such as Expr3ss! has improved our recruitment efficiencies incredibly - in some cases it allowed us to hire up to ten new staff in just two weeks,” Ms Jorissen said.

“Not only have we been able to recruit quickly, we have also been able to recruit better with Puratap boasting a higher than average staff retention rate,” she said.

Cloud computing has also allowed the organisation to be in control of marketing the Puratap brand throughout the recruitment process.

“Applicants are directed through online job sites and newspaper advertisements to our existing website, where a link is provided to begin the application process,” Ms Jorissen said.

“Because applicants come through to our existing website, it is an inexpensive way to ensure that our brand is being portrayed accurately to applicants, who of course are also potential customers in the long run,” she said.

Tools such as instant SMS to confirm receipt of applications and interviews also allow the organisation quickly to update job seekers on their progress right throughout the recruitment process.

“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,” Ms Jorissen said.

“Cloud computing has allowed my team to be in control of the recruitment process from anywhere, at anytime, and the tools Expr3ss! provides have increased efficiencies, slashed unnecessary workload and given us confidence,” she said.