Cloud-based package delivers the goods for recruiters

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Oil and gas explorer Beach Energy wanted to hire staff as part of the largest expansion in its 50-year history but needed to improve its recruitment processes.

Beach Energy knew the random and inefficient practice of reading -resumes and compiling candidate spreadsheets was no longer viable.

"We realised that we needed to provide a better experience for applicants coming to us and also for us as an employment services team,'' Beach Energy employment services general manager Rachel Kennett says.

Beach Energy had been using a basic applicant tracking system but required a more sophisticated platform to hire 70 staff.

The positions include engineers, geologists, geophysicists and reservoir engineers, as well as a large number of corporate positions such as administration support and business analysts.

"The system we used wasn't going to help us save time because it didn't have any search functionality across the applicants that we were receiving,'' Beach Energy employment services co-ordinator Hannah Mahar says.

"It didn't maintain good history of who had applied and repeat applications, and the way that we were processing applicants, we weren't able to receive them all in one spot.''

After they had researched the market, a decision was made in June to use the cloud-based Expr3ss! staff selection software service.

Beach Energy's Rachel Kennett, left, and Hannah Mahar have streamlined their processes. Source: The Australian

"It had to streamline our processes, save us time and make it easier for our managers… to participate in the process with us,'' Kennett says.

The web-based recruitment and selection management solution works by capturing, tracking and analysing applicants from all advertising sources and other channels.

"In the end, it came down to the ability to implement quickly with really good back-up support,'' Kennett says. "What they do provide is relatively inexpensive options.''

Managers can log on and review applications online, and also make comments and save the notes.

"It also means that anyone in the team, the recruitment team or the manager involved in recruitment, any of us can go into the system and pick it up at any point in time and see where someone is at or where they are up to,'' Kennett says.

Expr3ss! gives the company a pool and a structure to summarise the applicants quickly.

"It means that as a recruitment team we are not having to print out hundreds of resumes for them (manager) to have a look at,'' Kennett says. "Overall, you are saving money in terms of time and also just saving some trees and resources as well.''

Adelaide-based Beach Energy, which has more than 200 staff, holds interests in exploration and production tenements in Australia, Egypt, Tanzania, New Zealand and Romania. A key focus of investment is the Cooper Basin in northeast South Australia, the largest onshore oil and gas deposit in Australia.

"Our careers website looks far more professional now,'' Kennett says. "It allows us to very quickly and immediately respond to all applicants, and we can customise the communications with them.''

Expr3ss! provided the system as well as personalised templates and training.

"(Another) good thing about it is that you can set up each job with a list of screening questions,'' Mahar says. "You can see after an applicant has replied whether they match the criteria that you have to get.''

Expr3ss! increases staff selection accuracy, reduces mistakes, improves retention of the best candidates, accelerates time-to-hire and can result in significant cost savings.

"As a recruiter, you hear time and time again that people submit job applications and they never hear anything, but this does stop that,'' Kennett says. "From our perspective, it streamlines everything for us, so it is a much quicker process, much simpler, less paperwork, and it is creating a database of the talent for us, which should help us as we move forward.''

The Expr3ss! set up and deployment, which included the first month free, cost Beach Energy $577.50, with an ongoing monthly cost.

"It is a tool, but we always make sure we give each application careful consideration and thought,'' Kennett says. ∎

Case Study:
Beach Energy

Problem
Wanted to hire new staff as part of the largest expansion in its 50-year history but needed to improve its recruitment processes.

Process
Cloud-based Expr3ss! staff selection software service.

Result
Streamlined hiring processes so they are quicker, simpler and with less paperwork while creating a database of talent.

Expr3ss!®

Software that Solves
Staff Selection