



Software that Solves
Staff Selection

Case Study: From The Trenches

Carolyne Burns
Managing Director, Expr3ss!
Web-based recruitment management service

Over seven years ago, Carolyne Burns risked everything in order to develop her web-based recruitment management service, Expr3ss!. After deciding to 'be her own bank,' she sold everything, including her home to finance the venture.

Now, despite the doom and gloom of the global economy, Expr3ss! is growing faster than ever.

The current climate is forcing businesses to work smarter and find new ways to save both money and time. This has driven huge growth for Expr3ss! particularly in South Australia, New South Wales and Victoria.

"Clients are beginning to understand the power of web-based services and realising the efficiencies that they can bring to their business," Carolyne said.

Although organisations are presently fixated on shedding staff, no workforce is ever static and natural attrition means that organisations are still forced to actively recruit.

"Smart businesses are making key appointments now, as they recognise the window of opportunity to grab good quality applicants before the employment climate inevitably changes again," Carolyne said.

As unemployment rates rise and the number of jobs advertised falls, the challenge is quickly spotting the 'right' person for the job amongst the growing mass of unsuitable applicants.

"Professional resume writers make resume reading unreliable and face-to-face interviews become a bit like a dating game and are poor predictors of how a person will perform in role," Carolyne said.

"Our clients are turning their back on the stalwarts of traditional recruiting - with brilliant results," she said.