

Applicant filter fills void in recruitment market



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ALTHOUGH the internet made life easy for job-seekers, it made finding the right person to employ a nightmare for small business owners.

Seeing many employers were reluctant to advertise online because of the high volume of applications generated and the time spent filtering candidates, prompted Carolayne Burns to establish Expr3ss!

The company directs online applications from business websites or recruitment sites to a simple six-minute survey that ranks candidates with a star rating.

Ms Burns, the joint managing director, said the service helped small business owners reduce the time wasted finding suitable applicants and the expense of getting it wrong.

"As a small business owner you don't have the resources to assess a large number of applications," she said. "Time-poor business owners needed something to help them make a decision."

The company's recruitment management system still allows businesses to advertise through online recruitment sites, or their own websites, but reduces the applications sent to the business owner to only those suitable for the job.

"The business owner is still making the decisions. This gives them a mechanism to help them find someone who is more likely to fit the role," Ms Burns said. "We specialise in finding the applicants who look wrong, but are actually right."

Ms Burns said the filtering process meant business owners could fill positions faster and with greater confidence.

"You can actually get your recruitment done in as little as three days," she said.

The company handles about 10,000 applications a week for businesses ranging from micro to multinational.

FAST FORWARD: Carolayne Burns can save time for businesses.

Picture: MATT CARTY