



Software that Simplifies
Staff Selection

LASER GROUP NOW HIRING AT THE SPEED OF LIGHT

Laser Group saw an opportunity to systemise their processes and create a greater level of consistency throughout their network – Expr3ss! was the next logical step in their strategy.

• **Advertised
Administration
Support role**



90

• **Candidates using
previous method**



200

• **Candidates
using Expr3ss!**



6

• **Résumés read**



2 Weeks

• **Time to hire applicant**

**It now takes
25%**



less time to hire
someone using Expr3ss!



**↓ Job Ad Cost
Savings**

Expr3ss! has a broader applicant reach. Laser Group publishes jobs onto its Expr3ss! service which are then picked up by many of the free job boards, which attracts applicants from a wider applicant pool. As a result, Laser Group no longer pays for job advertising like it once did.

**Staff hired
using Expr3ss!**

6 staff for Laser Group's National
& State Support Offices

40+ staff across the
group of companies

**Laser Group currently has more than 150 live job
adverts across Australia and New Zealand.**

Laser Group is a national network of plumbing and electrical contracting companies. Since its inception in 2004, Laser Group has more than 140 businesses operating throughout Australia and upwards of 95 in New Zealand. Each business delivers a wide range of services, from wiring and plumbing residential buildings, through to maintenance within hotel chains and complex industrial work.



Cultural fit is incredibly important to Laser Group in the trade services space, especially as the majority of staff are in daily contact with customers, whether it be at a home or in a business.

Not just a job

Each business in the network is independently owned. Legally, the business is a franchise, however they prefer to call themselves a membership group as they don't adhere to a traditional franchise models in the trade services industries.

Each individual member business is systemised when it comes to in-house operations, including full end-to-end job management software and accounting systems. However, that wasn't the case with human resources, where each individual member business was orchestrating their own recruitment, meaning there was no consistent process in place.

Across the board, the Laser recruitment processes were found to be fairly vague, with no structured system for business owners to follow, no visibility on key statistics and little shared knowledge in this area. As well as this, there was no central HR team, so each manager had to recruit their own people.

To address this problem, in April 2015 Laser Group started working with Expr3ss!, and since then has noticed a positive cultural change in the company, particularly with new staff that are proving to be a better fit to the business and more engaged with their vision.

The company also noticed that employees that were joining the company through Expr3ss! were the exact type of people the organisation was looking to employ; people that wanted to make a difference and have a career, not just a job. The benchmark the organisation set for itself was for hardworking people that are accountable, responsible and have a passion for their role within the business.

Hiring at the speed of light

Laser Group heard about Expr3ss! through Peter Dillon, owner of Laser Plumbing Tamworth, who had been using Expr3ss! for a couple of years with great success. Such was the positive feedback, Laser Group saw this as an

opportunity to systemise their processes to create a greater level of consistency throughout their network and their businesses – not to mention the cost and time benefits this software would guarantee. For Laser Group - Expr3ss! was the next logical step in their strategy for more systems and processes in human resources.

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The main benefit of using Expr3ss! for Laser Group is the speed in which a hire can be made. For example, prior to Expr3ss!, Laser Group was looking for an administration

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support role which they advertised. It attracted more than 90 candidates. The actual process of reviewing resumes, organising appointments, and interviews took upwards of six weeks.

Once they had decided on a candidate and put out the offer, the candidate declined because they had already accepted another role. The same opportunity was then posted through Expr3ss!, which attracted nearly 200 candidates. From the moment the ad was visible, thanks to the reach, functionality and automated features within Expr3ss!, Laser Group successfully filled the same role within two weeks. Laser Group was able to whittle the applicants down to just six resumes.



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**Just imagine how much
better your life and
business would be with
absolutely awesome
staff in every role**



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