



Software that Simplifies
Staff Selection

GOING BEYOND GROWTH

West HQ rides the wave
of rapid expansion with
Predictive Hiring Technology



50% Reduction

In staff turnover



4.3/5

Applicants Review: 20,836 Applicants have voted on the ease, speed and acceptability of the West HQ Application Process



50-75% Reduction

In time-to-hire



Minutes

Locking in interviews in minutes rather than hours or days



Expr3ss! helps us grow

West HQ, formerly Rooty Hill RSL – one of Sydney’s leading lifestyle and entertainment venues – has been using Expr3ss! since mid-2016.

Prior to jumping on board Expr3ss!, the West HQ recruitment team had access to a database of applicants resumes. The problem with this system was twofold. Firstly, it was just a rudimentary repository. “Basically, we could have saved the resumes on our desktops and it would have been just the same”. Secondly, we experienced a major problem with the quality and pace of support for our team from the software provider. All of this is a distant memory now.

“ We all love Expr3ss! We use it every day. It has a nice ripple effect, enhancing the experience of the managers of our various departments too.

Managers time saved

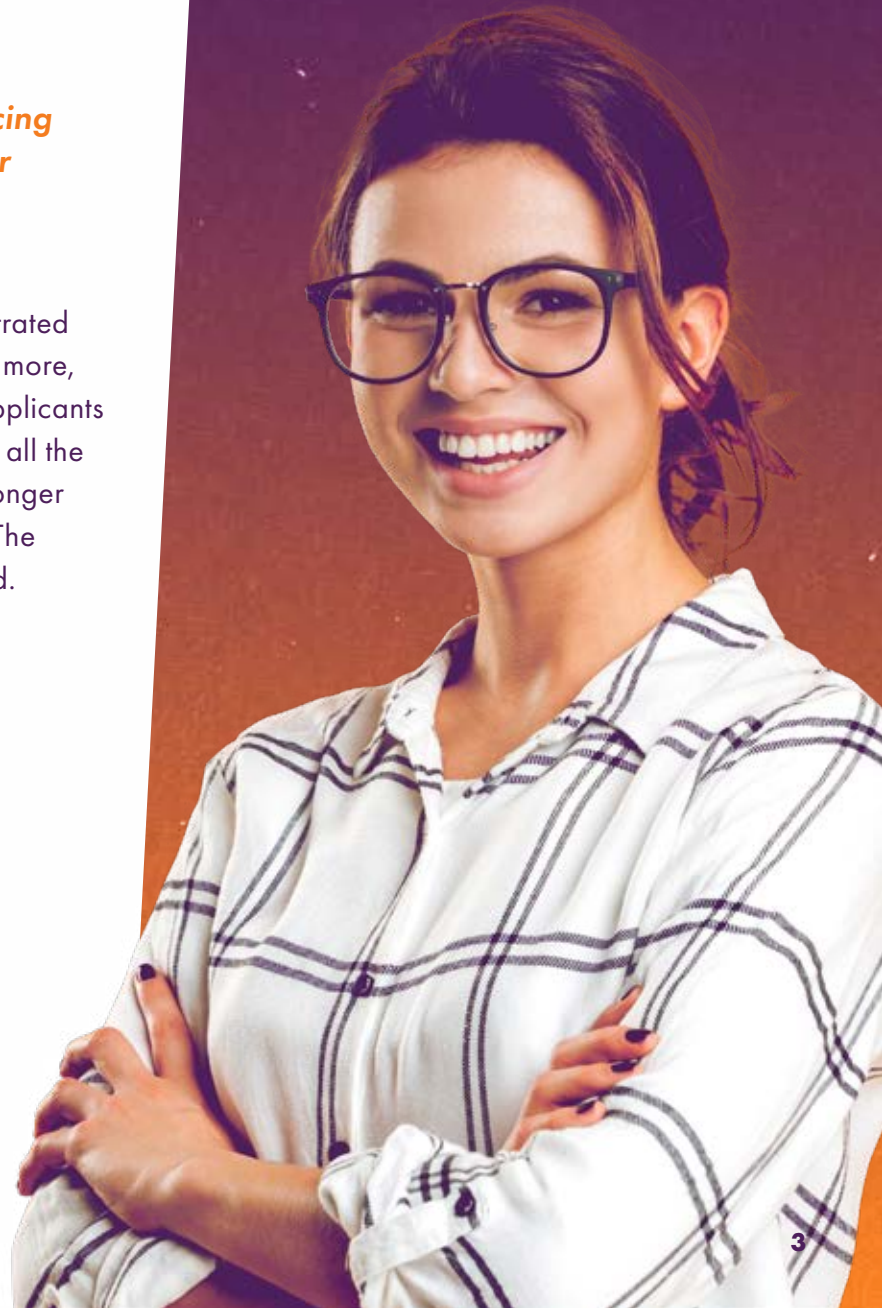
We’re saving our managers’ time. No longer frustrated by how long CVs take to drudge through. What’s more, the managers can see the rationale behind the applicants we shortlist for them to interview. Managers have all the information available on the applicants. We no longer need to spend valuable time briefing managers. The interview process has ultimately been accelerated.



**No longer frustrated
by how long CVs take
to drudge through**

“ Using Expr3ss! has helped West HQ halve our staff turnover. While I am not a direct user of Expr3ss!, the fact that our team use it so efficiently has a substantial knock-on effect on my workload. Expr3ss! benefits not only Recruiters and HR Professionals, but also those like me who work in workforce forecasting, analysis, planning and rostering.”

Melanie Pollock
Roster Coordinator, West HQ





Cut Paid Advertising

Roles filled without cost



Increase in Offers

Approximately half offered roles at Group Interviews



Shortlist

In minutes



Hiring Cycle

Between 2 - 4 weeks

Attracting and pinpointing the most suitable applicants is a breeze

“ Before Expr3ss! we spent between \$12,000 and \$16,000 a year on job advertisements. Then we started experimenting with publishing our roles on our careers page and on free job boards using Expr3ss! and have essentially filled many roles doing this.

Gone is need for recruitment agencies

We also now find that we can use Expr3ss! to get the same quality candidates as we once did from contract recruitment agencies.

Selection simplified with Benchmarks

Over and above the screening questions, video and Talent Pool features, the West HQ team value the Benchmarks because they help remove the guesswork from the recruitment process.

“ The Benchmarks help remove the guesswork. The hardest thing to gauge before you meet an applicant is whether they have the temperament to do the job well and fit in, especially in roles like customer service. We can now see an applicant’s temperament and know this at a glance with Expr3ss!

Coordinating and conducting group interviews has never been easier

“ We love the interview calendar functionality, particularly when we’re doing group interviews.

West HQ’s significant growth is continuing. Five franchises recently opened for which the recruitment team conducted 60 interviews.

“ Before Expr3ss!, it would take weeks to do phone screening. Even if you did identify your top 30 applicants, by the time you attempted to phone screen all of them the list had dropped to just 10 because 20 of them had taken other roles or were demotivated by the lengthy process. On top of all that, you still had to coordinate the interview times for all of them.

Messaging makes interviews easy

Messaging, just one of the features of the Expr3ss! interactive Calendar, has proven particularly beneficial to the West HQ team.

“ Applicants can opt-out of interviews at anytime or notify interviewers of a change or even reschedule the time making it even easier to manage the group interview process.

Attendances at group interviews are now higher. Applicants that choose to drop out of the process and no longer wish to attend the interview now inform the team of their decision through messaging. This frees the team to invite other applicants to the group interview session in their place.



“ What once took us 2-3 days, sometimes a week of effort to try to lock in interviews, now takes a couple of minutes when applicants have their phone/email handy.

Hire-ability ratio shot through the roof

“ We no longer look at an applicant’s resume first. We look at it last.

At a glance the Expr3ss! dashboards show the West HQ team everything they need to know about an applicant to be able to progress them for interview, including their fit with the role and the team.

In the past, typically the team found only two of thirty interviewees at all suitable. They would always be short of good potential.

Since Expr3ss!, quality has improved so radically that they are now happy to make offers to approximately half of all interviewees. The entire recruitment cycle has been drastically cut to between two and four weeks.

Team member Kristina has even joined the Expr3ss! “7-Day Club” for completing the whole cycle - from advertising to hiring - within seven days.



Hire-ability ratio shot through the roof

“ We saw an immediate improvement when we jumped on board Expr3ss! As soon as we clicked on a vacancy, we could instantly see the most suitable candidates to bring in for interview.”

Laiken McCabe
Human Resource Manager, West HQ





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Staff Selection

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



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