

Case Study

Automotive



Predictive Hiring  
Technology

# Supercharging staff selection

Peter Warren Automotive's HR team supercharge their recruit efforts with Expr3ss! and its comprehensive suite of features.





# 33% Cut

In job advertising costs



# 18.9 Days

Average time to fill a role



# 44,675

Number of applicants available  
in Talent Pool



# 4.2/5

25,044 Applicants have voted on  
the ease, speed and acceptability  
of the Peter Warren Automotive  
application process

# “

We have been an Expr3ss!  
customer for five years  
and could not be happier.  
The Expr3ss! platform has  
evolved over the past five  
years and keeps evolving  
to meet the ever-changing  
needs of recruitment  
management.

**Megan McKenzie**

Group Human Resources Manager,  
Peter Warren Automotive



# Supercharging staff selection with Expr3ss!

**Peter Warren Automotive** (formerly known as Frizelles Sunshine Automotive) was established in 1985 and was one of the largest motor vehicle dealers in Queensland, representing 15 brands across 6 sites throughout South East Queensland and Northern New South Wales at the time. After joining forces with the family-owned Peter Warren Group in 2017, the Frizelle Group became the biggest privately-owned dealership group in Australia.

Today, this automotive powerhouse owns 29 car brands nationwide, a collision repair business, media agency and a 4WD Lifestyle Accessory store. It is now known as Peter Warren Automotive.

“ Before jumping on board Expr3ss! in 2014 the hiring team managed the entire talent attraction, sourcing and hiring process through a shared HR email inbox.

This was extremely time consuming, explains the Human Resources Team. We needed to open every single resume and cover letter to review an applicant. Not to mention the challenge of cross-referencing applicants who applied to multiple roles. We also had no efficient way to track HOT candidates that we would like to keep in touch with for future vacancies.

“ Gone is the need to download or review resumes. The View Applicants screen provides a complete overview of the information needed to shortlist a candidate.



## Expr3ss! – the “must haves” and the “nice to haves” in one solution

“ Expr3ss! combined the recruitment efficiencies we needed - the must haves - with the candidate profiling we were looking for - the nice to haves.

Access to a comprehensive suite of features meant that the Peter Warren Automotive Human Resources team were able to recruit more effectively without having to invest time they did not have in reviewing applicants that did not meet their business needs.

While the Human Resources team see that a resume has a place, they are adamant though that they cannot show character, behaviours or cultural fit.

Our recruitment process involves many facets which Expr3ss! facilitates efficiently and seamlessly – screening questions, personality profiling, interviews, online referencing, visa checking and reference to the resume. From which they pinpoint the applicants with the “Can Do” skills, the “Will Do” attitudes, that “Fit To” the role and company culture.

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## Transparency and Talent Pool drives business objectives

“ Once we have hired our desired applicant, we can share our remaining applicants with managers who are recruiting for similar roles.

Our Team have empowered their managers to have full access and accountability throughout the recruitment process. This, in turn, has given the Talent and Attraction Team the opportunity to focus on greater employer branding which has resulted in a significant boost in applicant quality and quantity.

“ Boost in applicant quality and quantity has lead to increased business performance, improved organisational culture and greater staff retention.

“ Using Expr3ss! has enabled us to cut our job advertising costs by 33 percent. We had been heavily reliant on paid jobs in the past, Expr3ss! offers us the opportunity to use the agile Talent Pool functionality instead, allowing us to deliberately move away from transactional recruitment and paid job boards.

**Megan McKenzie**  
Group Human Resources Manager,  
Peter Warren Automotive

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



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