

Case Study

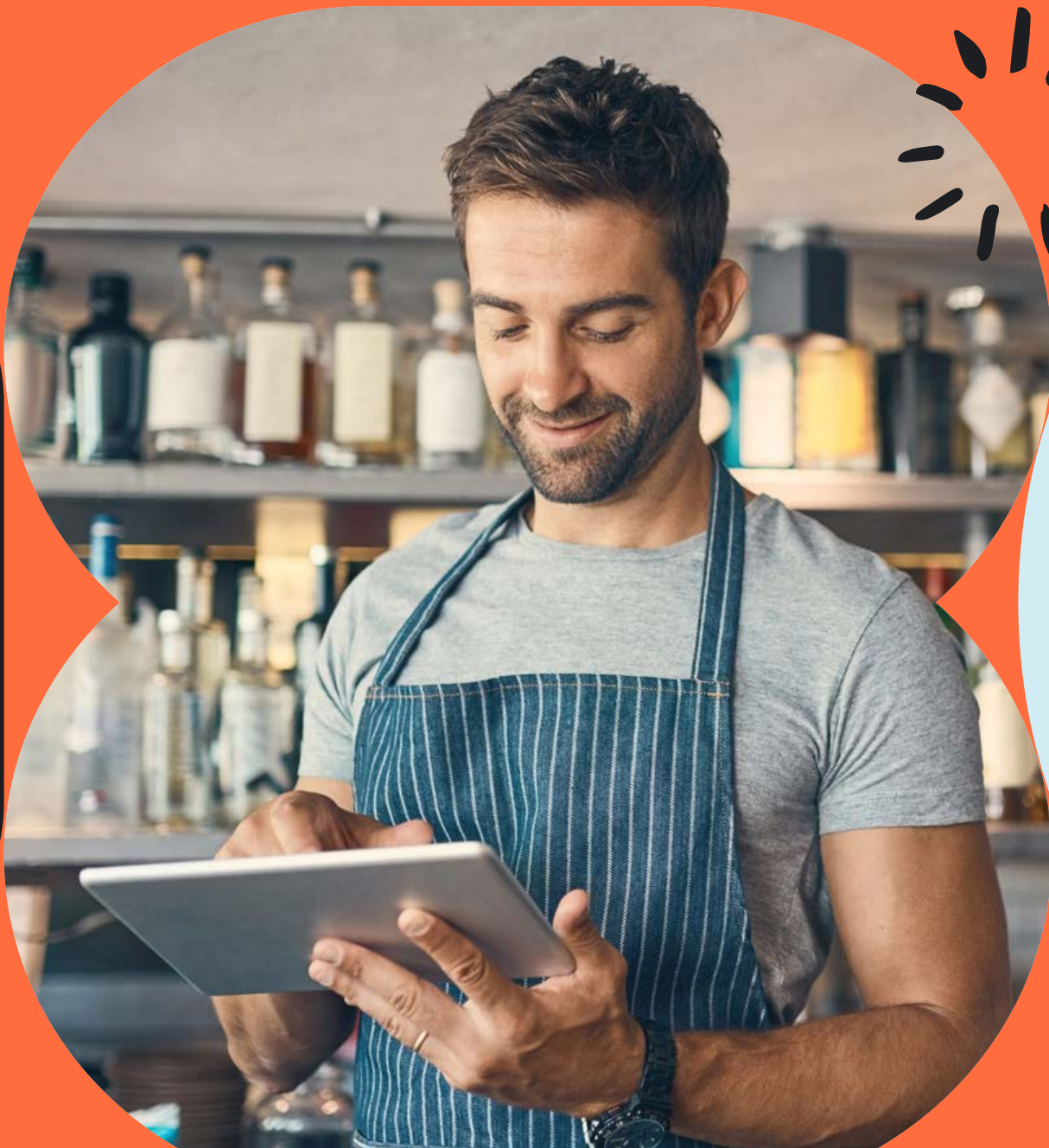
Hospitality



Predictive Hiring
Technology

A new approach to hiring success

The future looks bright for the Greenbank RSL as they focus on a 10 year hiring strategy and a new approach to hiring success.





2 hours

(At the beginning of the week)

Time spent hiring.
Before Expr3ss! - 2 people
1/2 day per week



Less than \$1,500/mth

Time cost was previously more than
\$10,000 per month



Cut Paid Advertising

Now almost zero

“

We had a lot of
no-shows and were
forced ultimately to
make a decision on
our gut feel.

Stephen Harman
Senior Duty Manager,
Greenbank RSL



Evolving the strategy with Expr3ss!

Greenbank's operations are evolving as it focuses on implementing its strategy for the next 10 years. The possibilities and future look bright for Greenbank. Operations will continue to evolve to encompass offering accommodation, more food, enhanced social and retail options to a broader range of patrons too. This means a whole new approach to talent succession, cross-training, culture development and recruitment for a wider range of roles for its HR and recruitment team as it broadens its operations.

Challenges previously faced

Stephen Harman, who's role is to run operations, just laughs when he reminisces about his biggest challenges prior to implementing Expr3ss!

“ **The sheer volume of CVs plus having to file them all was a huge challenge.** ”

So many CVs were just dropped off and collected by the Duty Manager. The Duty Manager would comment on those they generally liked and then the applicant would be chosen to invite in for interview.

The CVs we received often had false information that was difficult to substantiate and some, those from applicants with poor literacy skills, would have other people write them.

We also had to wade back through all the CVs and rely on memory as to who to interview or who had been interviewed.

“ **The time wasted trying to set up interviews only to have them not show up or not be suitable was disappointing.** ”

Communication challenges

I certainly didn't like all the monotonous task of communicating with applicants. It was tiresome replying to everyone, thanking them but also acknowledging that they were unsuccessful.

Time costs biggest recruitment cost

Looking at recruitment costs, our very own time costs was certainly our biggest. Along with my colleague Heidi, it would take us a month to fill a role.

Interviews would take a solid week and a half. Then once appointed it takes about 6 weeks to induct and train our new team member.

Sharing success amongst Clubs

Southport Sharks shared with us what they were doing. The HR team at Southport Sharks were thrilled with the Expr3ss! predictive hiring technology that they were using. They willingly demonstrated what they were doing and shared with us what it had done for them.



“ **The Expr3ss! team have been pleasant and were there to help and show us how to do things and recruit differently ... a smarter way ... highlighting how our recruitment can succeed.** ”

Stephen Harman
Senior Duty Manager,
Greenbank RSL



“ Even though Greenbank is a smaller club we saw Expr3ss! time efficiency capabilities and the potential to remove the wastage in time and be freed to become more productive. We knew we could spend more time on the more important things, focussing on our people, their development and making Greenbank a better place to spend time.

The decision to implement was easy because I had a greater picture and could see it change the way we approached and focus on things.

Quick to implement and use

It was quick to implement and easy to use and understand. It is certainly designed for ease of use. We even have our Kitchen Chefs use it to hire staff and we haven't needed to use the in-house Live Chat team.

The Expr3ss! team have been pleasant and were there to help and show us how to do things and recruit differently ... a smarter way ... highlighting how our recruitment can succeed. And they check-in with us regularly with tips and nice reminders too.

Department Heads get involved

Basically, it has changed the way we recruit by having Department Heads look at applicants before the interview process and ensuring we have their input and opinions before we schedule any interview.

Higher calibre of recruitment

The impact we've witnessed has been positive. We have a higher calibre of recruitment now as we get to know more about the applicants and those we believe are best to focus on before we do an interview as we have so much more information about them ahead of time.

“ The automation has enhanced our productivity and efficiency in our recruitment, we're not so reliant on our gut feel.

Its facilitated shared decisions which has sped up the entire process. We have more Senior Management involved in the process having logins to the system because they are involved in the training of the new recruits and it is good to get their opinions.

Easy communication with everyone

Being able to have a thank you go out to everyone that submits a CV means I no longer have to do it. It is an important part of recognising an applicant has made an application to one of our roles and we do like to acknowledge their effort. It's automatic and personalised to each applicant.

“ Scheduling of emails, even in bulk, means I can be respectful and acknowledge everyone.



“

Talent Pool database has really been successful for chefs.

Stephen Harman
Senior Duty Manager,
Greenbank RSL



Bulk applicant communication is easily scheduled

Wastage removed with gradings that provide insights

So much of our wasted time has been removed with the use of gradings.

“ Getting the Interview Stars and the questions we want answered in advance cuts down the applicants we focus on by about 50 per cent straight away.

These have helped speed up our time to hire. So too has the ability to collaborate on the interview scoring and screening questions grading with those that have a login. As the screening questions and the Interview Stars give us all greater insights the team can make notes on applicants to give us the heads up on who they prefer we focus on.

Benefit from own Talent Pool

We have access to our own Talent Pool which we go through before advertising a role and the Talent Pool keeps growing which is the best thing about it.

“ The benefit to Greenbank using the Talent Pool plus the way Expr3ss! attracts applicants means we have spent almost zero on advertising.

All our expectations met

Our expectations for Expr3ss! were high given how Southport Sharks demonstrated it to us.

“ It has done everything I expected it to. Expr3ss! has met them all.

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



Click for a web
tour

