

Indeed - Marketing | Indeed Client Story: Workfast

[MUSIC PLAYING]

Workfast as a labor hire company. Mostly candidates for construction work, civil construction railway. We operate Australia wide. We've got about 200 staff.

We started Workfast because our businesses that we did have at the time. We're short of staff and we're trying to find a way using software to fill those placements as fast as possible.

If we're doing our job really well, that means that we're good at finding workers who are difficult to find.

The old way of doing that was quite cumbersome. You had to put one ad on multiple platforms. It didn't really match the candidates that we were trying to find.

So we've been using Indeed for probably about a year and a half. We use Indeed exclusively to source workers and to find the right candidates for all of our jobs. A lot of it is pretty fast paced, so when we get a request for workers, we need somebody pretty much right away to get on a job.

That is so exciting for us as a business to know that we can go to our large tier one companies and say, we can do this and we can do this, really fast.

If we used every other platform and Indeed at the same time, which we were in the beginning, we found that the best candidates were always coming from Indeed, so they weren't coming from the other platform, so it was a very easy switch. One particular example I can think of, we had to get 100 workers out there, electricians and TAs, and Indeed was our sole platform to fill that 100 role. And we did it very effectively and very quickly within their need.

We have a lot more concentrated amount of really quality candidates that were able to spend less time on were able to put them on jobs faster and therefore, it please our clients.

Within they actually have direct contact and you can read your account manager at any time.

They visit us regularly, they help us with teaching us how to write job ads, how to make sure our ads get seen, how to convert and make sure that we're getting good workers, and they're constantly helping us to optimize all of that.

So the beauty of Indeed for me is the fact that, you can break down each and every job and really

monitor the spending of it. Our exposure is amazing. We can manage it perfectly, we can see exactly where the money's going, and that helps us to budget and find the appropriate workers. Indeed has been a breakthrough platform in Australia and it's the same with Workfast. We're still very much up and coming and that freshness to work together with that is really exciting.

We would definitely be missing out if we didn't use Indeed, yeah.