



**CASE STUDY**  
**How Perth Airport saved over \$600,000 using LiveHire**

## Company Background

Perth Airport is an international, domestic and general aviation airport serving Perth, the capital city of Western Australia. It is the fourth busiest airport in Australia and employs nearly 400 full time employees.



**Sandra de Kock**  
 General Manager  
 People & Culture,  
 Perth Airport

## Challenge

Prior to implementing LiveHire, Perth Airport was heavily reliant on external recruitment agencies to source candidates. Although they had an Applicant Tracking System it didn't provide the depth of capabilities that Sandra de Kock, General Manager, People and Culture knew they needed.

Their HR team spent a lot of time using spreadsheets and managing recruitment agency relationships, which was cumbersome and time consuming.

Approximately 80% of their hires were sourced through agencies, which was costly and also meant that every time a role became available they had to go to market in search of new candidates.

The airport didn't have access to previously pre-screened or shortlisted candidates because the agency owned those candidate profiles. They also found that some candidates that had been rejected for previous roles wouldn't apply for future roles, which was a missed opportunity.

Hiring managers were often perplexed by the hiring process and sometimes felt they didn't have the visibility they needed to make the right hiring decisions.

## Results At A Glance

- 
**\$600k+**  
 saving in advertising & recruitment costs
- 
**>90%**  
 candidate satisfaction rating from referred candidates
- 
**44%**  
 of people invited to apply for a role will apply
- 
**11%**  
 of new hires are sourced through an agency, down from 80%

## Time to change

Perth Airport recognised that they could improve the recruitment process and save money with a new solution, so they embarked on a recruitment software market review.

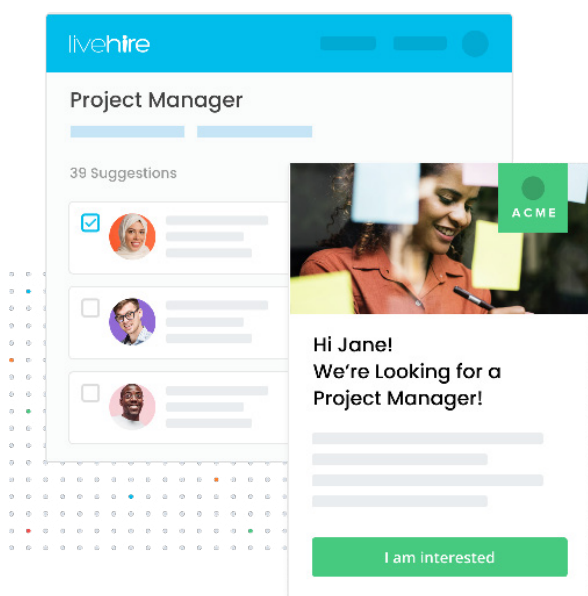
“During the review process I was talking to one of our suppliers about staffing issues and I was impressed when he pulled out his laptop and answered my questions in seconds from his LiveHire system, I was in awe of his access to this type of data and asked to look at it,” said Sandra de Kock. He was happy to share the details of this powerful tool and Sandra reached out to LiveHire.

When the team at Perth Airport saw a demonstration of LiveHire they were so impressed with the depth of functionality that they selected the system. “When I looked at LiveHire I immediately knew it was just what we needed to streamline our processes and eliminate inefficiencies,” said Sandra.



Some recruitment systems require a lot of backend maintenance & administration, but LiveHire is a plug and play tool; it does what it's supposed to do beautifully and without any administrative overhead.

– Sandra de Kock, General Manager  
People and Culture, Perth Airport.



We estimate that LiveHire has saved us around \$600,000, that's an impressive ROI.

– Sandra de Kock, General Manager  
People and Culture, Perth Airport.

## Solution

Perth Airport adopted the full LiveHire end-to-end solution that incorporates both CRM and ATS functionality. They also decided to integrate LiveHire with XRef, the automated candidate reference checking system. They now have a robust and agile tech stack that has exceeded their expectations and provided significant cost and time savings. The LiveHire implementation and system roll out was quick and easy for Perth Airport.

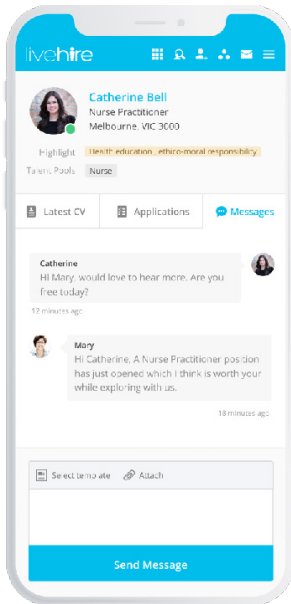
Hiring managers were impressed with the transparency and ease of use the system provides. With around 34 hiring managers, there is a wide range of skills and technical maturity.

Perth Airport customised access to LiveHire for each hiring manager according to their needs. “Some hiring managers want to see all candidates while others only need to see basic information and we are able to customise their access which ensures a positive user experience.”

## Talent community

The ability to build their own talent community (i.e. candidate database) has provided the most impact for Perth Airport. Previously around 80% of candidates were sourced through a recruitment agency. Now only 11% of hires are sourced through agencies.

As well as the impressive cost savings that Perth Airport have achieved with reduced agency fees, the spend on job board advertisements has also dropped dramatically.



## Staying in touch with former employees

Previous employees are also part of the airport's talent community and effort is dedicated to staying in touch with them. Company alumni often boomerang back and are excellent candidates because they know the airport culture and processes.

"Sometimes we aren't able to offer employees the growth opportunities they need, so they leave us to build on their skills. We know it's important to communicate with them regularly which is easy to do with LiveHire Talent Pools," said Sandra.

## Recruiting on-the-go with mobile-optimised access

Everyone in the team loves the flexibility that accessing LiveHire from their smartphone provides. Many hiring managers aren't always near their computer and they appreciate the ability to access candidate details at any time and from anywhere.

"Communication is key to candidate engagement and the mobile access that LiveHire delivers ensures that hiring managers and recruiters are able to respond quickly to messages and keep candidates engaged at every stage of the hiring process."



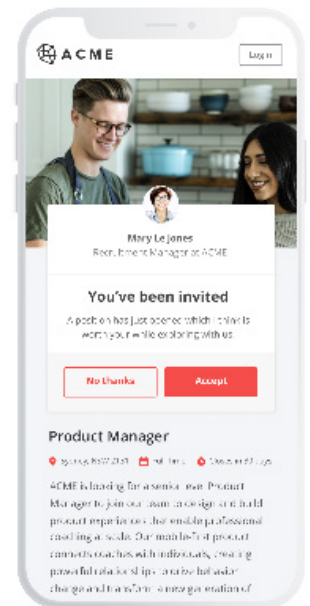
We are thrilled with the response rate when we send members of our talent community an invitation to apply for a role.

– Sandra de Kock, General Manager People and Culture, Perth Airport.

## Accelerating time-to-hire

Time-to-hire has also reduced thanks to the more effective use of the airport's career site and talent pools. They now have on-demand access to all past candidates, powered by intelligent matching and live search features, and can send them an invitation to apply for a role via SMS or email.

Currently about 44% of people invited to apply for a role will complete the application process. With many of these people already screened for other roles, the hiring process is much faster.







I can't understand why organisations would use another ATS, LiveHire is just so simple and easy to use, yet powerful!

– Sandra de Kock, General Manager  
People and Culture, Perth Airport.



## Improving candidate engagement

The two-way SMS communication that LiveHire provides has improved the candidate experience significantly. Candidate engagement results are excellent and exceed best practice benchmarks. A recent survey of applicants reported that over 90% of respondents were completely satisfied or mostly satisfied with their recruitment experience.

## Analytics

The LiveHire analytics tool provides Perth Airport with an extensive amount of useful information which is presented in graphs and charts that can be effortlessly shared with management.

“We have sharpened our thinking around which job boards or platforms are producing the best candidates based on the data available, this has provided us with both time and cost savings,” said Sandra.



## Summary

Perth Airport has achieved impressive results in a short period of time using the LiveHire platform. They started with a vision and belief in the results that could be achieved and delivered on that plan. The impressive cost and time savings as well as the candidate engagement results are a testament to the drive and dedication of the team.