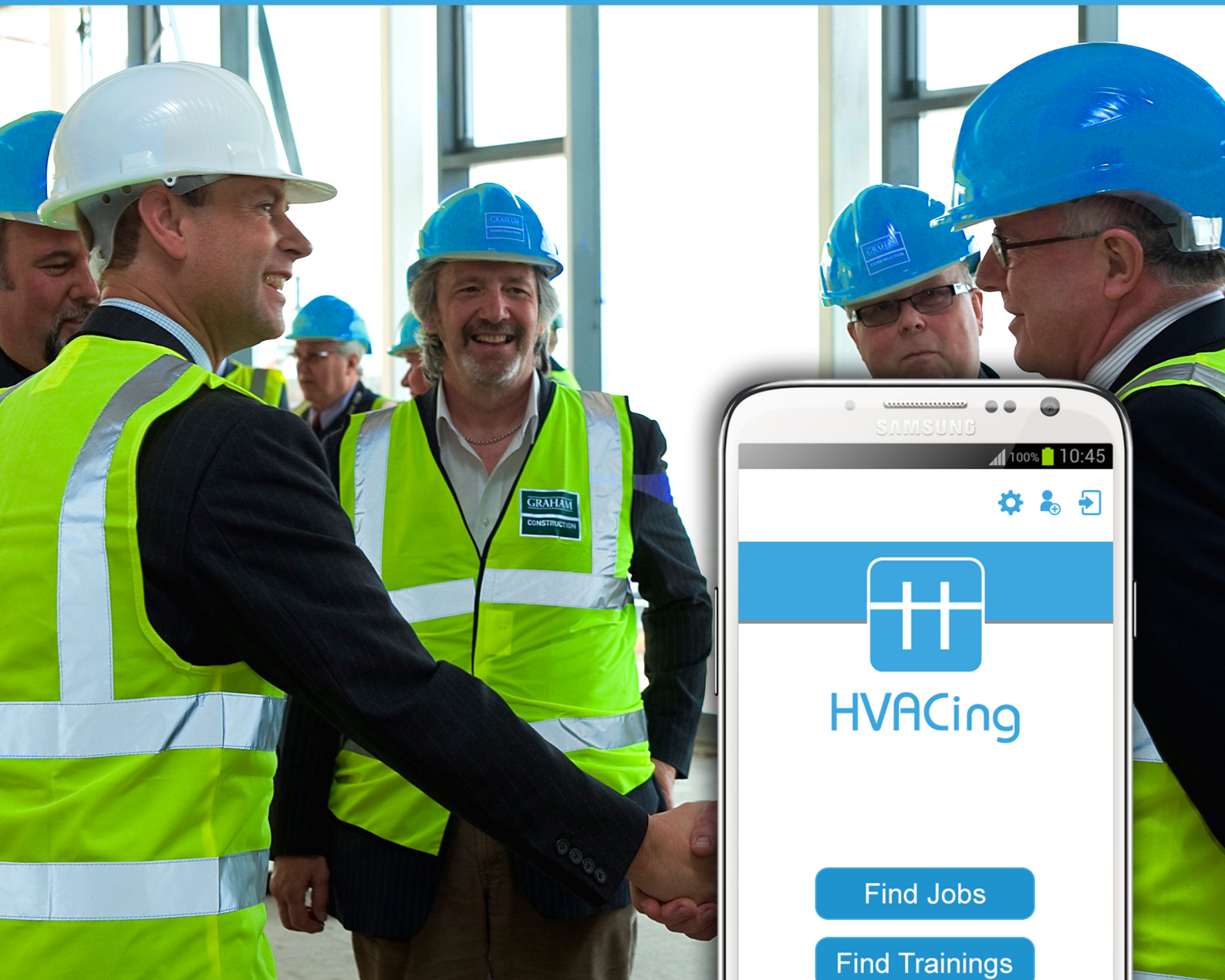


Mobile App for Recruitment & Training



in the HVAC
industry

HireLabs



Developing mobile Apps for the HVACing job portal



HVACing is a white labelled job portal licensed by Dallas-based Hire Dimensions. HVACing offers employers in the HVAC and plumbing space the ability to post jobs and receive tested and screened candidates. It contains 55 tests relevant for the industry

Within a year of launching HVACing, it became apparent that to encourage repeat usage, HVACing would need to offer a mobile App to this category of jobseekers.

A focal point was needed around which to build the App. Through several strategy sessions with consulting firm ASG, it was decided that the App would be built around the functionality delivering “Job Alerts” to jobseekers. The user could search for job within a selected location and also apply for the job through the App. The App would keep a track of all jobs to which the user has applied. A set of geo-positioning algorithms were developed to power the Job Alerts.

Two types of mobile Apps have been commissioned, one for the Android platform, and the other for the iOS platform. In the US 46% use Android, 48% use iOS, and 6% use Windows or other platforms.

Challenges

- Over 75% of jobseekers on HVACing do not access the internet through their PC, instead they access the internet through smart phones
- HVACing has a vibrant job portal, but does not have a mobile App to reach out to jobseekers
- Less than 20% of the jobseekers were repeat users

Solutions

- Create 2 mobile Apps for Android and for iOS
- The focus of the App is to engage registered users through “Job Alert” notifications

Approach

- Create a mobile App that connects with the HVACing job portal
- Each job posted on the job portal will automatically be accessible through the mobile App

Outcome

- Over 12,000 HVAC dealerships (employers) will be able to reach out to a potential market of 2m jobseekers within the HVAC industry
- HVACing will be addressing the market inefficiency, by providing the jobseeker a relevant and convenient access point

“A mobile App is crucial to success in the HVAC space. Those job portals that have an App will be able to better engage jobseekers”

Paul Vishnesky

CEO, HireDimension & Licensee of HVACing.com

