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New Aim scales recruitment with SmartMatch

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At a glance

Company	New Aim
Location	Hawthorn East, Victoria, Australia

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ne your hiring

- ✓ You're looking to boost employee engagement and encourage internal mobility

The overview

[New Aim](#) is Australia's leading private ecommerce company, helping businesses grow with smart technology. Their in-house systems make procurement, supply chain management, and pricing more efficient, making it easier for businesses to start and scale online.

What sets New Aim apart is their unique business-to-many (B2M) model. They work with some of Australia's most well-known brands and marketplaces, including Bunnings, Myer, Woolworths, Catch and MyDeal.

Through their B2B2C marketplace, Dropshipzone, and AI-powered analytics platform, AirOxy, New Aim is creating an ecosystem that helps small and medium businesses succeed in ecommerce. By providing the right tools, insights and data, they make the online selling process simpler and more accessible for retailers across Australia.

To support their rapid growth, New Aim relies on Employment Hero's [SmartMatch](#) for recruitment, along with comprehensive [HR tools](#) for employee engagement and benefits. [Crystal Gao](#), HR Generalist at New Aim, shares how Employment Hero has been instrumental in meeting their recruitment and engagement goals across hiring, [onboarding](#), and [policy management](#).

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Recruitment and

ment demands, they faced the for key roles. With multiple duce time spent on manual ht candidates quickly and

The solution: Employment Hero's SmartMatch

In early 2024, Crystal began using Employment Hero's SmartMatch feature to streamline hiring. The tool quickly proved to be a game-changer.

"What really impressed me is that it's all free," said Crystal. "The resumes and data are similar to SEEK, but with SmartMatch, the resumes come at no charge, while SEEK charges per resume."

With SmartMatch, Crystal can search and connect with candidates whose profiles match specific keywords – like "B2B sales" and "retail industry" – which are essential for account management roles they needed to fill. This targeted search has been particularly effective for New Aim, with SmartMatch consistently surfacing qualified candidates from relevant professional backgrounds.

"The resumes are really relevant. The keywords I put in are very effective in surfacing quality candidates," said Crystal.

SmartMatch has also made the hiring process faster, cutting down the time required to find and hire the right fit. *"We often hire for multiple roles in the same position over two months, but with SmartMatch, I was able to find a candidate in just a few days," Crystal said. "Within one to two weeks, we had interviewed and offered the role to a candidate."*

Streamlined hiring and benefits to

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SmartMatch is how it increases employee appreciation. Crystal was surprised that their profile is combined with SmartMatch's pool of candidates, so hiring

Crystal uses Employment Hero's employee app to connect with the internal intranet is connected with internal vacancies," said

Crystal. This feature allows current employees to view and apply for open roles, promoting internal mobility and strengthening employee engagement.

Employment Hero's impact on New Aim's recruitment strategy

Employment Hero's SmartMatch has become an invaluable tool for New Aim's recruitment strategy. By enabling their small HR team to efficiently source, assess and onboard candidates, SmartMatch has cut down hiring time and provided a cost-effective alternative to traditional job platforms.

As New Aim continues to scale, tools like Employment Hero play a pivotal role in supporting their mission to empower entrepreneurs and drive the business forward. If you'd like to learn more about how Employment Hero can support your team and transform your HR processes, [speak to one of our business specialists today.](#)

[Talk to an employment specialist](#)

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We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

What we do

Employment Hero is an end-to-end HR, payroll and recruitment solution designed for Australian businesses. Our suite of powerful employment tools help streamline your workday, so you can focus on what matters.

* Work email

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