

You're on our **Australia** website

Change Region ▾



Search Login

Home / Resources / More innovation, less admin: How Pitcrew AI keeps their focus on growth

Case Studies



# More innovation, less admin: How Pitcrew AI keeps their focus on growth

5 min read

[Continue without Accepting](#)

## Cookie notice

We use cookies or similar technologies on our sites to perform analytics, provide you with tailored content, and make your experience better. By clicking 'Allow', you agree to our use of cookies on the journey you take with us. Learn more by reading [our cookie policy](#)

[Your choices](#)

Decline

Allow



# pitcrew.ai

Pitcrew AI  
009

## At a glance

Company	Pitcrew AI
Location	Carrington, NSW

### Cookie notice

We use cookies or similar technologies on our sites to perform analytics, provide you with tailored content, and make your experience better. By clicking 'Allow', you agree to our use of cookies on the journey you take with us. Learn more by reading [our cookie policy](#)

HR, recruitment and

- ✓ You want to simplify hiring, onboarding, and compliance without adding admin headaches
- ✓ You're looking for a cost-effective way to maintain employee engagement while expanding

## A consulting beginning turned industry game-changer

[Pitcrew.ai](#) started as a consulting firm specialising in industrial automation, using cutting-edge thermal imaging and AI to automate mechanical inspections in various industrial applications. Pitcrew AI now has a focus on mining haul trucks and large haulage vehicles, the business has transformed maintenance efficiency in the transport industry.

Over the past 15 years, Pitcrew AI has grown from a niche consultancy into a fully operational product-based business. But, with the business growth and expansion they've experienced, came the challenge of managing HR effectively. [Dan Farthing](#), Head of Product and People at Pitcrew AI, knew they needed a system that could support their growing workforce while managing HR compliance, employee engagement, and efficiency.

## A growing workforce needs a smarter

### Cookie notice

We use cookies or similar technologies on our sites to perform analytics, provide you with tailored content, and make your experience better. By clicking 'Allow', you agree to our use of cookies on the journey you take with us. Learn more by reading [our cookie policy](#)

of around 12 people. But as  
and a better HR system. "We  
ing, and compliance was

but it wasn't engaging for

r onboarding or

functionality. We needed a

solution that would uplift our HR processes and make things smoother for everyone.”

## Making recruitment effortless

Hiring became a major priority as Pitcrew AI scaled. With Dan’s extensive background in recruitment, he was pleasantly surprised by Employment Hero’s [built-in recruitment tools](#).

*“It’s got everything a small HR team needs for hiring, especially with the LinkedIn Jobs integration. It means that we can easily manage our talent pipeline all within the platform, which is great.*

*“One standout feature has been [SmartMatch](#). “We hire for a very niche skill set, so I wasn’t sure how well it would work. But we’ve found candidates through SmartMatch – it’s been surprisingly effective. For general business roles, the speed at which we get quality applicants in our pipeline is really impressive.”*

Employment Hero’s all-in-one platform has also streamlined recruitment. *“The fact that we can do direct outreach within the [ATS](#) is a game changer. We’re not waiting for people to find our ad – which is different from nearly all other ATS systems that I’ve used.”*

## A paperless, scalable HR experience with HeroForce

Dan has been a huge fan of Employment Hero’s [paperless processes](#), having used

### Cookie notice

We use cookies or similar technologies on our sites to perform analytics, provide you with tailored content, and make your experience better. By clicking 'Allow', you agree to our use of cookies on the journey you take with us. Learn more by reading [our cookie policy](#)

*arding. Everything happens  
gn-offs. New hires can  
eable and compliant.”*

Hero’s [Employer of Record](#)

*oyed via HeroForce  
use makes the hiring process  
s or general business hires.”*

# Supporting leadership and employee engagement

As Pitcrew Als team has grown, so has the need for better HR processes and performance documentation. To make it easier for managers to stay connected with employees, Pitcrew AI leveraged the [one-on-one meeting](#) feature.

*"We've replaced a completely face-to-face approach with a system that's structured but still flexible for managers to personalise. It keeps engagement strong while ensuring HR issues are captured and managed properly,"* Dan explains.

Having a solid documentation process has been critical.

*"As we've grown into a more structured business, having a much more robust documentation process and trail has been really important. Employment Hero makes [compliance](#) feel like part of our culture and makes the process feel more engaging and easy to use."*

He adds, *"Safety compliance and reporting are huge for us, and the platform has helped us stay on top of it. We can log safety incidents and produce the necessary documentation for sign off at a board level, all while keeping compliance top of mind."*

One of the biggest benefits has been Dan's ability to focus on 'positive team health' rather than admin.

*"Having the right tools for engagement makes it so much easier to stay s keep an eye on team from a distance. The team ch is really important."*

## Cookie notice

We use cookies or similar technologies on our sites to perform analytics, provide you with tailored content, and make your experience better. By clicking 'Allow', you agree to our use of cookies on the journey you take with us. Learn more by reading [our cookie policy](#)

## re while

beyond efficiency – it's also  
company culture.

*"We've built a structured HR process without needing a dedicated HR person. It's minimised the culture shock of growth and kept employee engagement high."*

*We're able to maintain a strong HR function without creating unnecessary friction."*

The leadership team has also found the system incredibly easy to use.

*"From an executive perspective, Employment Hero significantly cuts down admin work. I can manage hiring up to the contract stage, and leadership only needs to sign off – it never gets stuck waiting for someone."*

For employees, the experience has been seamless. *"Most new hires complete everything on their phone. They sign contracts, review policies, and onboard remotely – it's so simple and efficient."*

## A future-proof HR System

As Pitcrew AI continues to grow, Employment Hero remains a key part of their strategy. *"We needed robust processes, not just a tool, to spread HR responsibilities across the business. The system has helped our managers take on every HR task smoothly. It's great to see all stages of talent and management team members on the same platform, even internationally. It's something we'll definitely keep building on,"* says Dan.

He adds, *"Giving managers simple, easy-to-use tools has been a big advantage. For team members used to a flat structure, it ensures they stay engaged, have opportunities for development, and feel supported by a strong HR process. The platform provides a great toolkit to make that happen."*

Looking back at his long journey with Employment Hero, Dan remains a strong advocate. *"I first used Employment Hero over a decade ago, and I've seen many other businesses like ours."*

### Cookie notice

We use cookies or similar technologies on our sites to perform analytics, provide you with tailored content, and make your experience better. By clicking 'Allow', you agree to our use of cookies on the journey you take with us. Learn more by reading [our cookie policy](#)

both and seamless just like  
[specialists](#) today and discover

alist

## Company

About us

Careers

Become a partner

Media Centre

Newsroom

## Get in Touch

Contact Us

Sales

HR Login

## Support

Service Centre

Help Centre

Implementation Hub

## Pick your region

Australia

New Zealand

United Kingdom

Singapore

Malaysia

Canada

## Product

Products

Solutions

Integrations

Quick Demos

Employment Hero work app

Employment Hero Jobs

Payday Super

## Connect

 LinkedIn

 X

 YouTube

 Facebook

 Instagram

 TikTok

## Acknowledgement of Country

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

## News, resources and insights – delivered to your inbox. Subscribe.

\*

By checking this box, you agree to the processing of data in accordance with Employment Hero's [Privacy Policy](#).

### Cookie notice

We use cookies or similar technologies on our sites to perform analytics, provide you with tailored content, and make your experience better. By clicking 'Allow', you agree to our use of cookies on the journey you take with us. Learn more by reading [our cookie policy](#)

consent to receiving marketing communications from the [Employment Hero Group](#) by email, text (including WhatsApp), and social media channels for our services or brands. You may withdraw your consent at any time.

Subscribe

Australia 

---

### **Cookie notice**

We use cookies or similar technologies on our sites to perform analytics, provide you with tailored content, and make your experience better. By clicking 'Allow', you agree to our use of cookies on the journey you take with us. Learn more by reading [our cookie policy](#)