



Fresh approach melts frosty recruitment outcomes



Bells Pure Ice is a leading Australian ice manufacturer and distributor with a long history of success since its establishment in 1926. The company has branches nationwide and employs over 100 staff. Their small but crucial IT team of four provides support across production and distribution operations.

Following the resignation of their Reports Analyst and Level 1 IT Technician, National Technology Officer, Stephen Bull, looked offshore to solve local hiring challenges, save on costs, and fill these roles. With the support of Staff Domain, Bells Pure Ice have found qualified and highly experienced candidates in the Philippines. Their offshore staff have since exceeded expectations and become valuable members of their team.

The case for offshore outsourcing

Bells Pure Ice's National Technology Officer, Stephen Bull, faced a staffing challenge when two local team members resigned. A Level 1 IT technician based interstate in Melbourne, and a Power BI reports analyst predominantly working from home. The team had always hired in Australia but had difficulties finding and retaining the right staff.

"I'd previously recruited for the Level 1 technician role locally, and it was a struggle. In many cases local candidates have very high qualifications but little experience. Or in the case they are experienced, they're overqualified and don't stick around in the role for long."

Given the remote work flexibility these roles offered, it raised the question: why not consider offshore options? Offshore outsourcing presented an opportunity to tap into a broader talent pool while also providing significant savings. A win-win solution for the company.

The search for the right fit

Bells Pure Ice quickly realized that they could find equally qualified and highly experienced talent offshore – much faster and at lower costs.

It was key for staff to possess basic technical capabilities. This included Excel, Visual Basic Analysis and Power BI skills for the Reports Analyst, and Windows, Office 365, and network configuration experience for the Level 1 Technician. However, most importantly Stephen was on the search for strong, soft skills and a good cultural fit.

"It was important for us to find candidates with a great work ethic, and experience dealing with people in a high-pressure environment. Strong communication skills were also a must. English is a second language for many of our delivery drivers, so we needed a level 1 technician with great speaking skills. Similarly, for the Reports Analyst role, someone who could effectively interact with our time-constrained senior executives."

Staff Domain presented Stephen with a vetted selection of candidates that met the criteria and had Australian experience. The candidates were evaluated through video calls to assess their skills, communication, and ability to understand the company's requirements.



Stephen Bull
National Technology Officer
Bells Pure Ice

"Staff Domain don't mess around. They were quick and thorough with the recruitment process and presented us with candidates who had impressive work experience, strong problem-solving skills, and excellent communication. We found the right staff within only 4 weeks!"

Exceptional Staff & Service

Since joining Bells Pure Ice, offshore staff members Derick and Chikara have proven themselves to be exceptional members of the team.

"Our offshore staff have been excellent. Derick, our level one technician is awesome. He's exceeding my expectations. He's got an analytical mind, great problem-solving skills and thinks things through before acting. Our report analyst, Chi, is the same, he thinks three steps ahead and applies himself to all tasks. They are eager to be pushed, and it's clear they want to be part of the team."



Derick works out of Staff Domain's head office in Ortigas, while Chikara works from the satellite office in Pampanga closer to home. Here, they are equipped with top-of-the-line technology, large roomy desks, an inspiring work environment, and embraced into the unrivalled company culture.

With the support of Staff Domain, Bells Pure Ice got their staff to work with little delay, paving the way for a successful, productive partnership.

“Staff Domain were very helpful throughout the onboarding process. They guided us through every step, encouraged us to assess our processes, and recommended to put a training plan in place. They were also very clear with us, that it's not just about the staff working hard, we must put the effort in too. This has all contributed to us getting started with our offshore staff successfully.”