

## PRESS RELEASE

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### **Staffing Firms Expand Candidate Reach with Online Spanish Application**

*Avionté clients are breaking down the language barriers by offering a Spanish version of the online application*

ST. PAUL, MN., September 3, 2009 – Avionté, a provider of staffing industry technology solutions, announced today the release of its Spanish version of the Online Job Application. The Spanish Job Application is a recent addition to the growing suite of Avionté web portal products.

The broad cultural diversity in the U.S. creates a unique opportunity for staffing firms. Companies looking to stay ahead of the competition by reaching out to developing markets, such as the Hispanic community, are faced with the additional challenges that come with cultural expansion. One of those challenges entails language barriers. Offering a portal that allows candidates to apply online using their primary language of Spanish, is helping to bridge that communication gap.

In addition to widening the talent pool, there are recognizable monetary benefits to online applications. One commonly acknowledged efficiency trend within the Staffing Industry is the utilization of the internet to shift the burden of data entry from internal staff to external applicants. Not only does an Online Application increase the quantity and quality of applications being received, but it also saves a significant amount of time, freeing staff to spend more energy on qualifying candidates and making better placements.

“With the Avionté Applicant Web Portal we expect to have access to a new pool of applicants we wouldn’t otherwise be able to access due to location or time constraints. Having both English and Spanish versions of the Applicant Web Portal will ensure that language is not a barrier to reaching the most qualified candidates for open positions with our firm.” states Amy Grussing, Director of Fulfillment & Staffing at Award Staffing.

Studies have shown the most qualified candidates are often currently employed – thus, they require flexibility in the application process. The traditional method of having candidates come into the office to complete an employment application is no longer common practice and often results in lost talent.

Even as the online application process is becoming more prevalent in staffing, far too many are still lagging behind when it comes to integration with their staffing database. If the process requires the need to take the information and manually re-enter it into an ATS- time,

consistency and money are greatly sacrificed. Taking the online employment information completed by an applicant and making it instantly available for searching from the database, significantly increases the chances of solidifying a relationship with that candidate and making a faster placement than the competition.

**About Avionté Software**

Avionté Software offers the staffing industry a complete front-and back-office software solution. Creating simplicity and a strong user experience without sacrificing functionality, Avionté includes resume parsing, Dashboard, Outlook® integration and a full suite of applicant, client and employee Web Portals. For more information, please visit [www.avionte.com](http://www.avionte.com)

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