

On-demand staffing platform UShift announces new app

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SUMMARY

UShift (www.ushift.com.sg) has announced the release of their App. The Singapore based company provides a platform that matches hourly workers with employers in a fast and convenient way. Ushift is part of the Asia Pacific Internet Group (APACIG), a Joint Venture between Rocket Internet and Ooredoo.

UShift's App has revolutionized the practice of applying for jobs and hiring workers. Unlike most online job platforms, it consolidates partnered businesses in its newsfeed.

The launch of the App has shown a promising future for UShift as the growth of the users have doubled within 2 weeks of its launch. The App makes it even more convenient for users with its geo localization for jobs and private messaging services to their employers. With a touch of a button, one applies for the job and UShift automates the hiring process by matching businesses with highly qualified and reliable candidates. Aside from jobseekers, many well known brands such as Puma, SPH and Mexout are using UShift daily. They have praised them for its affordability, convenience and quality it provides. They are able to find last minute, quality and reliable candidates from UShift. The amount of positive feedback the App has received is tremendous, as the retention rate of employers is approximately 80% MOM. These vibrant reflections of the company's success have caused Robinson Blankaert, CEO of UShift, to further think about expanding UShift across South East Asia in the near future. UShift will be one of the contributors to our society's development and change towards the growth of artificial intelligence and machine learning in human resources.

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About UShift

UShift connects employers with locally available, and previously vetted, hourly workers. The company replaces the traditional temp agencies with technology and cutting out the old interviews processes. Ushift was founded in 2017 by Robinson Blancaert and Philippe Benedetti and is backed by the Asia Pacific Internet Group (APACIG), a Joint Venture between Rocket Internet and Ooredoo.

About APACIG

The Asia Pacific Internet Group (www.apacig.com) is a joint venture of Rocket Internet and Ooredoo. The group's network consists of 16 e-Commerce and online marketplace companies, operating across 15 countries. Since it was founded in 2014, APACIG has become the leading online platform in Asia, building top internet companies in the region.



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