

BBM connect people, jobs

A Durban entrepreneur, Sanjeev Singh, uses BBM to broadcast job opportunities to a community of 24,000 people.

The Dala U Crew (DUC) started out as youth community, focused on keeping people informed about parties, clubs and other events. Singh decided to tap into this community to help people find jobs after a number of people approached him to help them with their searches for employment. Over the past two years, the community has blossomed and Singh carries job advertisements from a range of employers on BBM every week.



Photo via FreeDigitalPhotos

Accessibility of BBM

"I realised that BBM would be a wonderful avenue for helping people to find jobs, because it could connect thousands of people around the country to employment opportunities. Now that BBM is available on Android and iPhone devices as well as BlackBerry smartphones, nearly anyone has access to the BBM capabilities," says Singh.

Since he started using BBM to connect the community to job opportunities, he has helped thousands of South Africans find jobs. Some employers get 300 to 400 responses for their ads and around 200 people per week join the DUC community. More recently, Singh set up a DUC mobisite, which gets thousands of views a week.

Now, DUC plans to offer other classifieds ads in addition to the job ads. Contacts are able to browse an assortment of services available ranging from jobs, cars for sale, services and photos from events on the company's mobi site. "The immediacy, reliability and accessibility of BBM is helping us to make a real difference in people's lives," concludes Singh.

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