



12 INNOVATIONS REDEFINING HOW WE SEARCH FOR TALENT

INNOVATION LOOKBOOK SERIES

RESOURCESOLUTIONS



Search

INTRODUCTION

The latest search and sourcing insight at your fingertips

Predictive analytics, social sourcing, Boolean semantic search – knowing which technology will most improve the quality of hiring can at times be overwhelming.

Artificial intelligence is now revolutionising the way we match people to jobs. Chatbots are taking the candidate experience to whole new levels of engagement.

A vast array of tools can ‘read’ job descriptions and locate suitable candidates at breakneck speeds and with impressive levels of accuracy.

There are even algorithms that can determine which candidates are more likely to change jobs!

This Innovation Lookbook is just a taster of the tools that are redefining search and sourcing.

Having showcased and trialled many of these technologies, the Innovation team at Resource Solutions shares regular, in-depth research updates with our clients.

OUR INNOVATION COMMITMENT TO YOU

Our Innovation team is dedicated to researching new ideas to enhance our service to our clients. We track consumer trends and identify early changes in the recruitment market as the impact hits. We are always happy to book in a time to present one of our workshops which identify “The Top Recruitment Trends Now!” and facilitate discussion around priorities for your organisation, before formulating your own innovation roadmap.

IF YOU WOULD LIKE TO KNOW MORE,
PLEASE FEEL FREE TO CONTACT US



Faye Walshe, Global Director of Innovation



Tom Lakin, Innovation Manager





CONTENTS

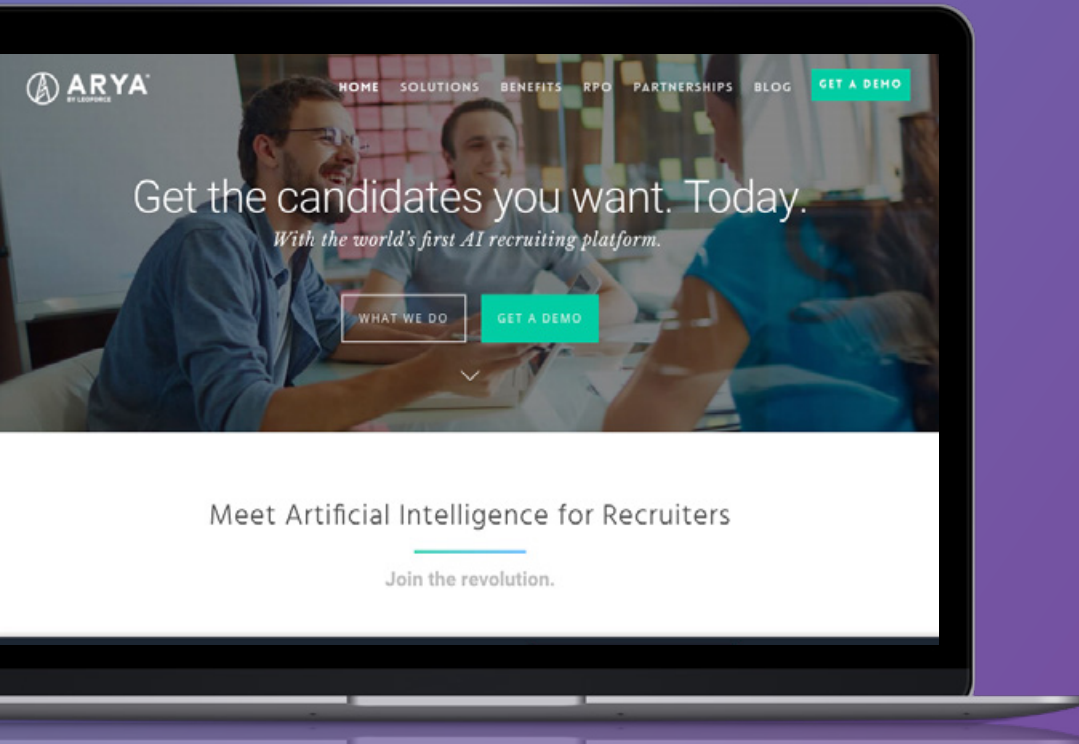
2	INTRODUCTION
5	ARYA
6	ENTELO
7	GOOGLE CLOUD JOB DISCOVERY API
8	GOOGLE FOR JOBS
9	HIRETUAL
10	IBM WATSON TALENT INSIGHTS
11	IBM WATSON MYCA (MY CAREER ADVISOR)
12	JOBSTHEWORD
13	PROPHET
14	STACK OVERFLOW
15	TEXTKERNEL

CASE STUDIES

16	ARYA CASE STUDY
17	ENTELO CASE STUDY
18	PROPHET CASE STUDY
19	STACK OVERFLOW CASE STUDY

CONTACT

20	CONTACT US
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Arya

FREE    

- US-based Arya is an AI sourcing platform which automates much of the early recruitment process
- Arya can 'read' uploaded job descriptions, identify key requirements and then automatically source prospects via three primary channels – an organisations' ATS, job boards and social channels like LinkedIn
- Arya's machine learning can pick up on feedback to understand what a good candidate looks like within a specific company

[CLICK HERE TO READ FULL CASE STUDY](#)

“AI is the talent acquisition buzzword of the moment, but few suppliers have a credible and tested product. Arya is one of the market leaders globally, and after much research, Resource Solutions has selected Arya to be one of our AI sourcing pilot partners. By focussing on accuracy, speed and costs, our pilots suggest it's promising but further developments are needed. With AI, you get out what you put in, so we expect massive improvements next year”

Faye Walshe, Global Head of Innovation

NEW MARKET ENTRANT

MARKET PLAYER

ESTABLISHED



SEARCH



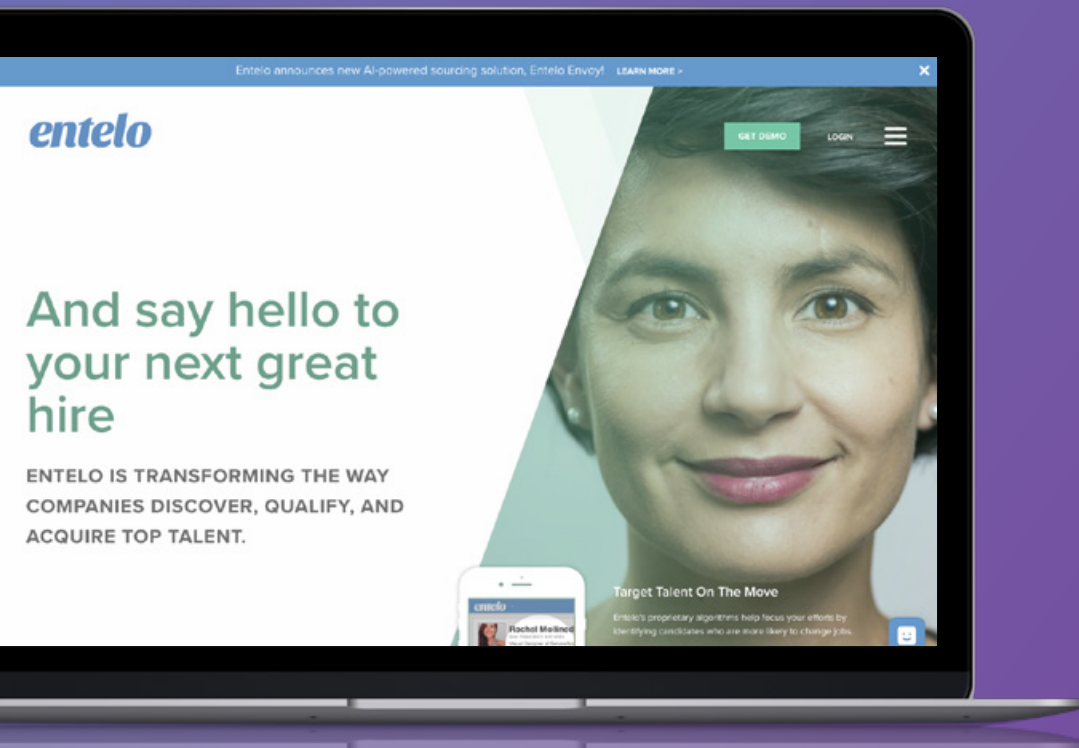
PREDICTIVE ANALYTICS



ARTIFICIAL INTELLIGENCE



SOCIAL RECRUITING



Entelo

FREE    

- Entelo leverages big data, predictive analytics and social signals to help recruiting organisations find, qualify and engage talent
- Primarily for technology recruiters, Entelo claims their predictive “More Likely to Move™” algorithm can identify which candidates are most likely to change jobs
- Entelo’s Stack product is a sophisticated analytics solution that enables recruiters to rank job candidates against open vacancies
- Entelo launched ‘Envoy’ in October 2017. Entelo Envoy gathers information about a recruiter’s open job. Envoy does this automatically by parsing the job description and recruiters can also add additional information that may be useful. After that, Envoy goes to work in the background, identifying the best-fit candidates and automatically beginning the outreach process.
- Clients include Visa, Facebook and Salesforce

CLICK HERE TO READ FULL CASE STUDY

“Enabling true social sourcing from one simple-to-use location”

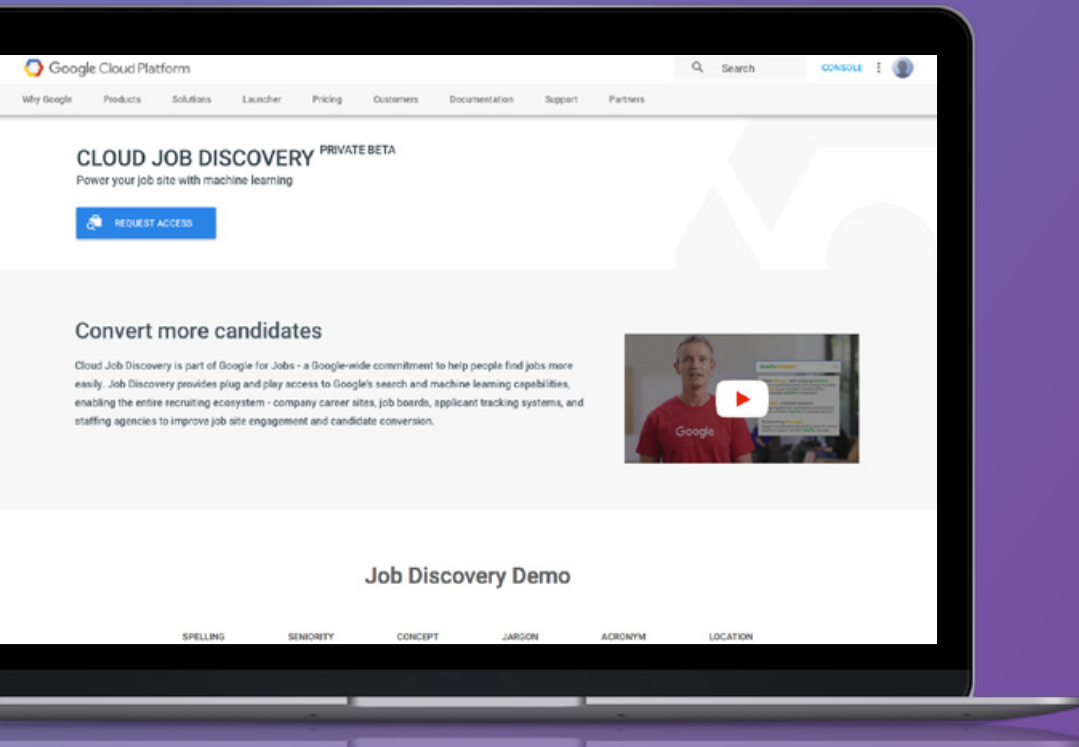
Tom Lakin, Innovation Manager

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Google Cloud Job Discovery API

FREE    

- With Google for Jobs aimed at creating better matching experiences for job seekers, Google is powering the other side of recruitment with Google Cloud Job Discovery API
- The API provides access to Google's machine learning capabilities to power smarter job search and recommendations within career sites, jobs boards, and other job matching sites and apps
- Watch this video to find out more about Google Cloud Job Discovery <https://youtu.be/FvWyXQ9eg6o>

“We are talking to Google’s team of product developers to see how their API can power our ATS, **talentsource**, and also improve job searches for our candidates who visit **robertwalters.com**. We look forward to sharing results when they become available as we continue our drive to improve job seeking experiences for candidates.”

Tom Lakin, Innovation Manager

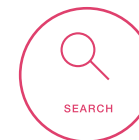
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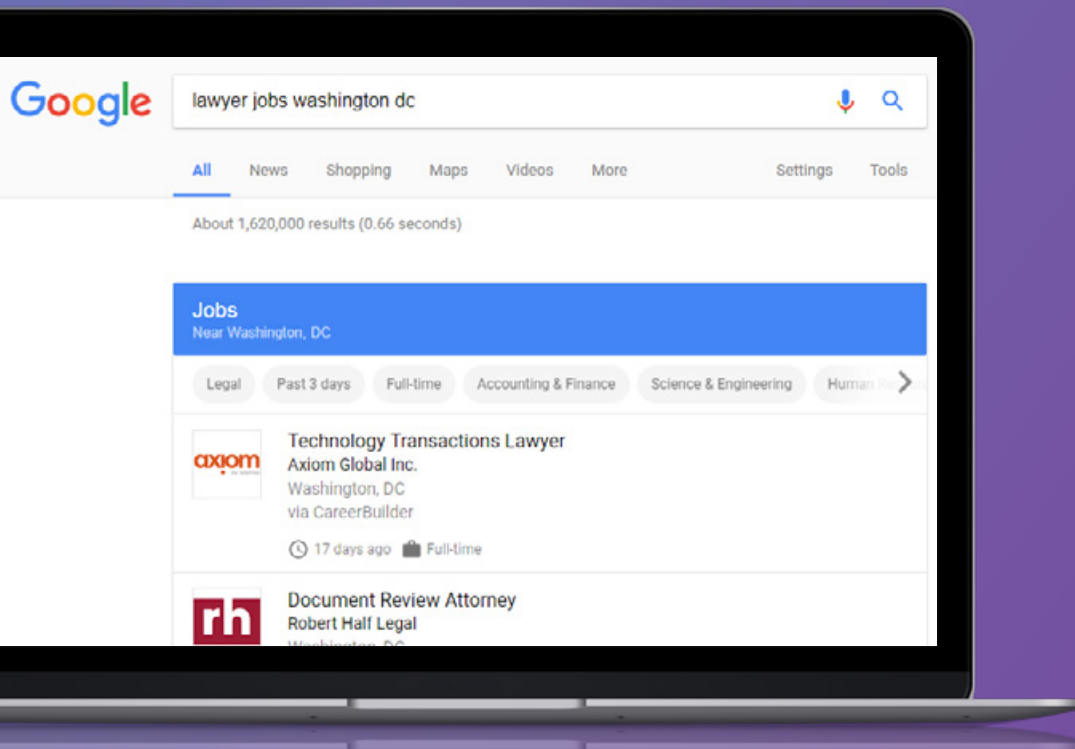
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ADVERTISING



SEARCH



Google for Jobs

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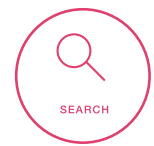
- Launched in the US in June 2017, Google for Jobs is a candidate-centric experience. It's mobile-friendly and allows users to search for jobs, refine their search, set alerts and apply directly ([Watch a preview here](#))
- Sites like LinkedIn, Monster, CareerBuilder, Glassdoor and Facebook allow their job content to be included in Google's search results. Only Indeed stands apart – jobs posted natively on Indeed are not searchable on Google
- Clients will need to ensure job postings on their company careers sites are discoverable by Google for Jobs. Google has documentation on how to do this.
- Google for Jobs has now rolled it out in markets including the UK, Chile, Mexico, Argentina, Brazil, and Colombia.

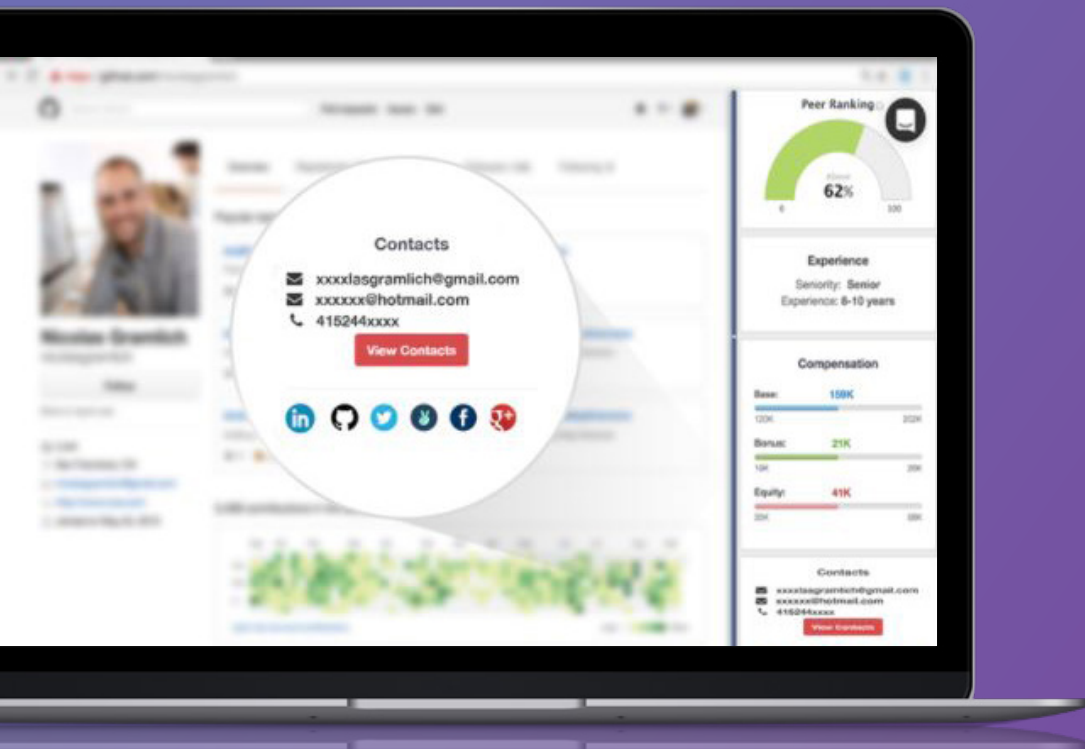
“At Resource Solutions, we power careers sites via our **ATS talentsource**, and we have ensured that our sites are optimised for Google for Jobs. The jury is out on whether Google for Jobs is shaking up the market in the way they perhaps expected to – it's interesting to note that competitor Indeed's performance over the past three months has been exceptionally strong, rising 14 places to be the world's 156th most visited site, however we are expecting Google to continuously expand their product's functionality. Watch this space!”

Faye Walshe, Global Head of Innovation



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Hiretual

FREE \$ \$ \$ \$

- Hiretual is a sourcing tool which uses Boolean search, contact finding and AI. Users can search for candidates on 20+ platforms, including LinkedIn, Facebook, Twitter, Github and more
- Enables different approaches to search, from simple keywords to job description parsing (Hiretual can build a Boolean search in seconds having 'read' the job description)
- Has predictive, synonym capabilities when entering expertise, job title, related skills, mandatory skills and location
- Includes additional features, like salary estimates and peer ratings, which is impressive for a low-cost product
- We recommend using only the web version of Hiretual, rather than the Chrome Extension as a result of security concerns of Chrome Extensions

“Sourcing hacks and simple tools are common, but Hiretual stands above its competition with its flexible access and myriad of features. Its affordable pricing makes it an appealing option for SMEs looking to upgrade their sourcing strategy. Since it’s an early stage product, we’d like more transparency on where its ratings and salary estimates come from.”

Faye Walshe, Global Head of Innovation

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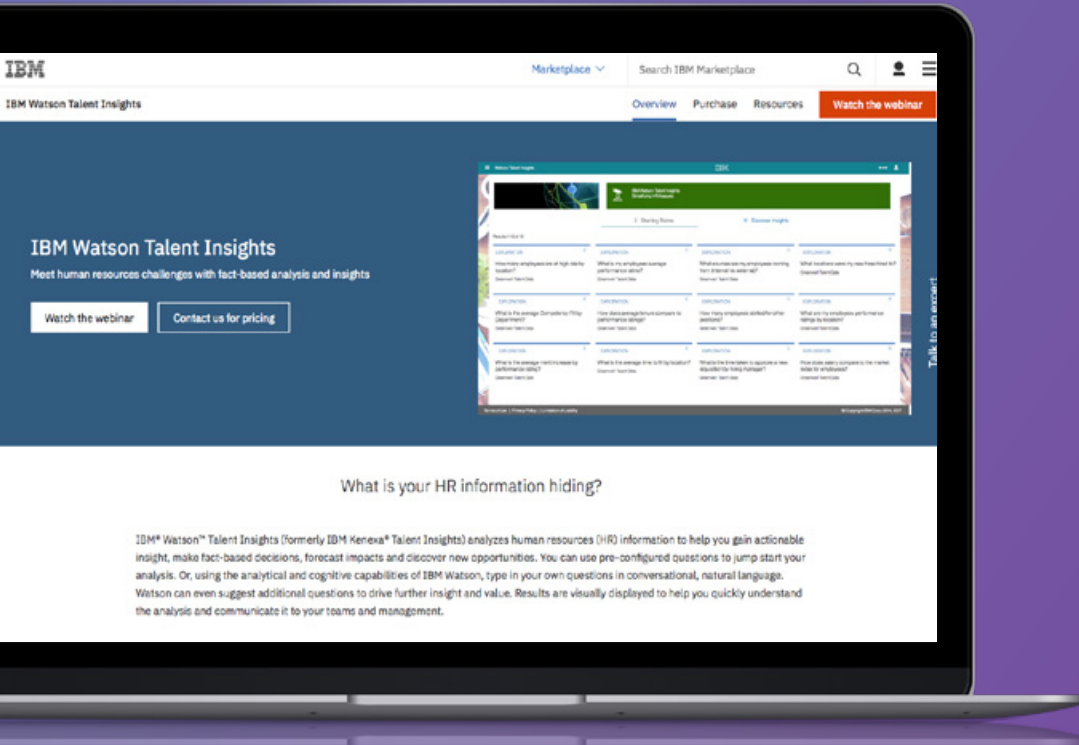


IBM Watson Talent Insights

FREE



- IBM Watson Talent Insights is an HR-data platform which allows users to make strategic, fact-based decisions on talent analytics to improve business outcomes
- Facilitates fast analysis when asking questions using natural language. Powered by Watson Analytics, you can gain actionable insights without expert-level analytics skills
- One of the key benefits is unearthing significant patterns and trends which can help predict outcomes



What is your HR information hiding?

IBM® Watson™ Talent Insights (formerly IBM Kenexa® Talent Insights) analyzes human resources (HR) information to help you gain actionable insight, make fact-based decisions, forecast impacts and discover new opportunities. You can use pre-configured questions to jump start your analysis. Or, using the analytical and cognitive capabilities of IBM Watson, type in your own questions in conversational, natural language. Watson can even suggest additional questions to drive further insight and value. Results are visually displayed to help you quickly understand the analysis and communicate it to your teams and management.

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PREDICTIVE ANALYTICS

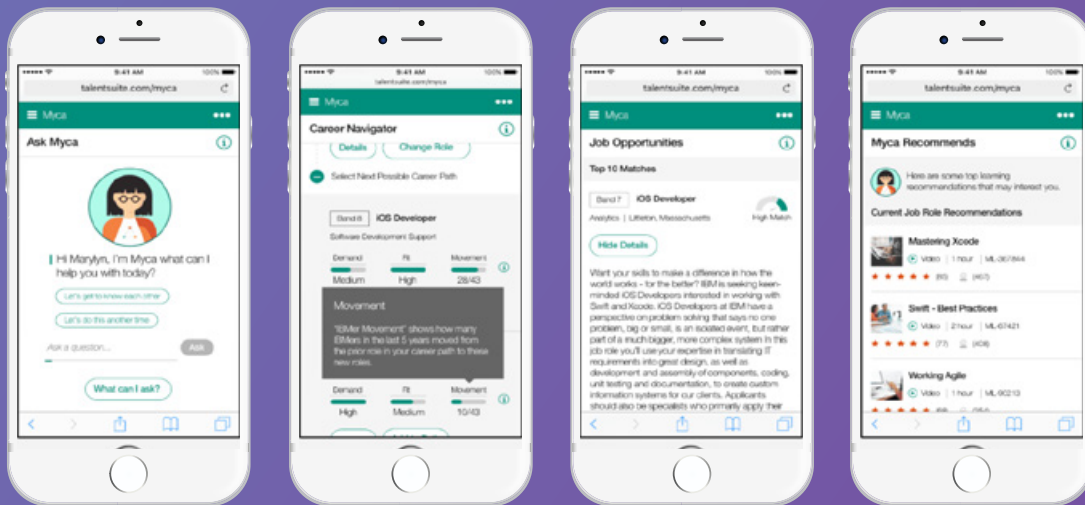


DATA VISUALISATION

IBM Watson MyCa

FREE \$ \$ \$ \$

- IBM's chatbot is designed to aid internal mobility and its job matching feature is a new development enjoying much pre-launch hype.
- Myca, short for My Career Advisor, is a chatbot that can greet job seekers on an internal careers or HR career planning site. It chats with internal applicants planning their next internal move and looking for assistance. Myca highlights internal job opportunities relevant to a candidate's current career experience (information integrated from internal HR records) or their planned career path. Myca uses IBM's Watson technology and can chat using Natural Language Understanding.
- IBM plans to launch Myca with early adopters in the summer of 2017



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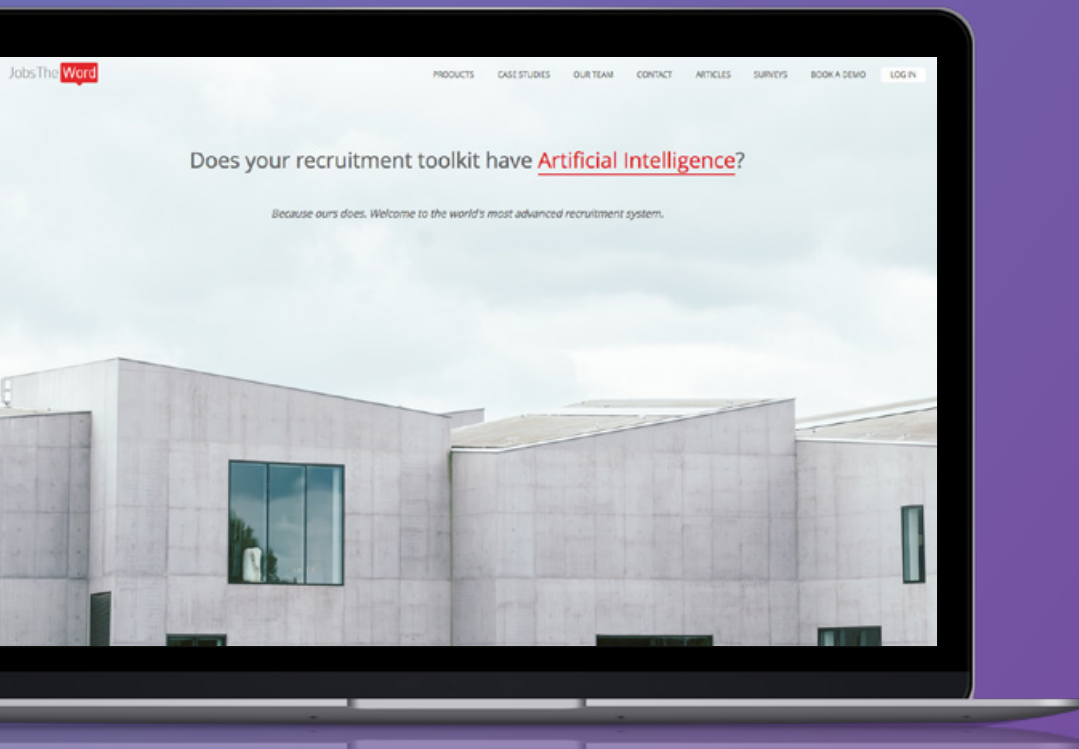
PREDICTIVE ANALYTICS



DATA VISUALISATION



MOBILE



JobsTheWord

FREE \$ \$ \$ \$

- UK-based JobsTheWord is a talent data and advertising platform that provides one of the only sources of both talent supply and talent demand data
- JobsTheWord has two main products; one is the data and insights platform and the second is the advertising platform which allows highly targeted email campaigns to be sent
- The platform is positioned to support the increasing focus on talent pooling by engaging with talent based on data (e.g. female Developers near London).

“JobsTheWord has been around for years, but it seems to have found its niche in 2017. JobsTheWord has multiple use cases: location strategy, talent pooling, salary benchmarking, diversity data and location marketing. The product resonated with our clients this year, though we hope to see broader geographic coverage.”

Tom Lakin, Innovation Manager

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ARTIFICIAL INTELLIGENCE



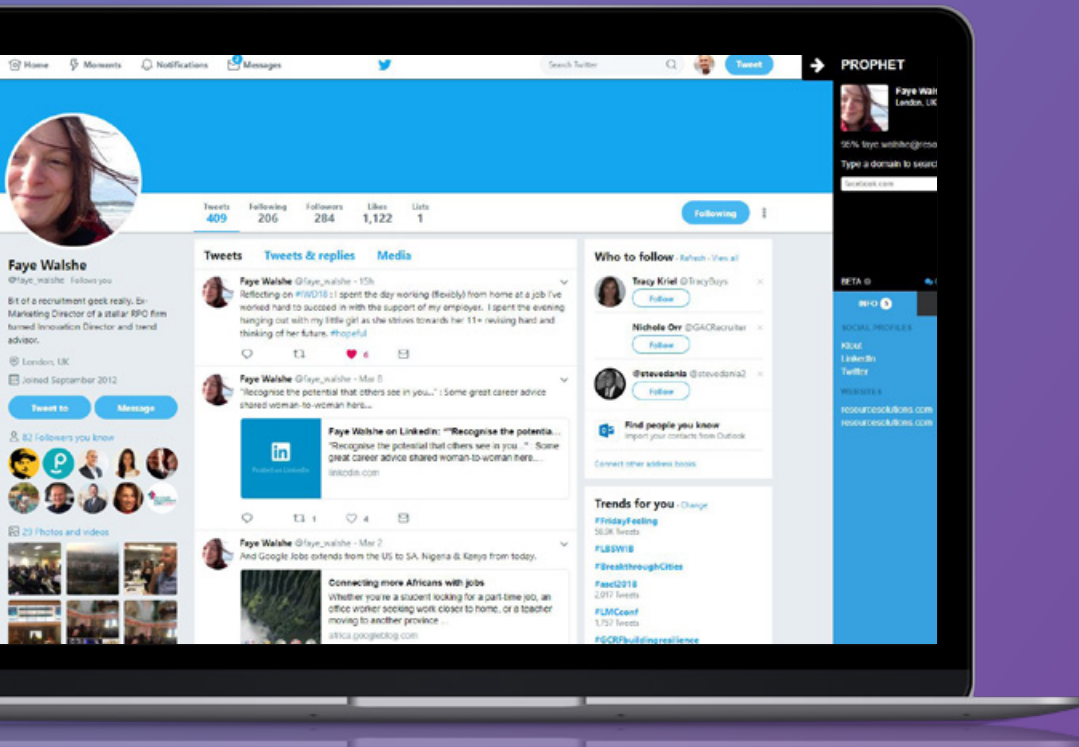
SOCIAL RECRUITING



ADVERTISING



DIVERSITY



Prophet

FREE    

- Prophet is a Chrome Extension** which allows recruiters to view a candidate's full social profile in one convenient place
- Prophet searches the web for email addresses so direct recruiters can contact prospective candidates via email rather than rely on expensive LinkedIn InMails

[CLICK HERE TO READ FULL CASE STUDY](#)

**Please note that Chrome Extensions can pose significant IT risk and as such, Resource Solutions does not advise the use of these tools.

“Prophet is easy to use, integrates beautifully with LinkedIn and allows recruiters to reduce their reliance on LinkedIn InMails”

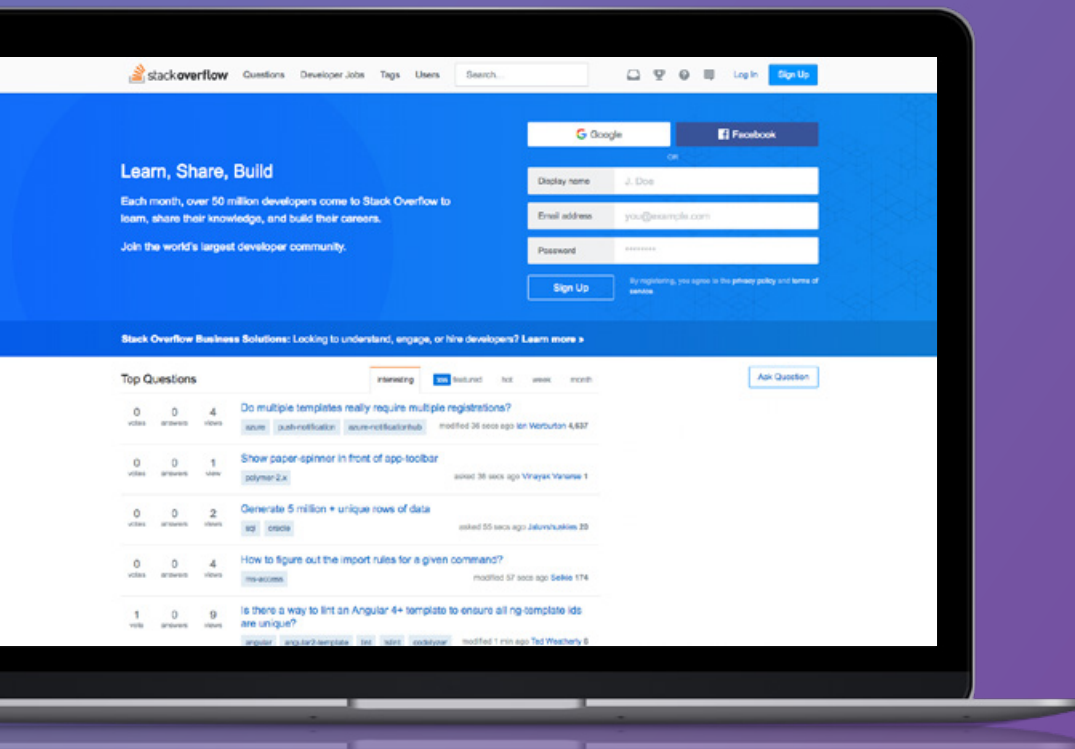
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Stack Overflow

FREE    

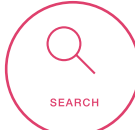
- Stack Overflow is one of the world's largest communities for developers to learn and share their programming knowledge currently attracting 50M+ developers to visit their site each month
- Employers can access the "quora-style" site for computer programming to gain insight, knowledge and tools to support developer attraction and hiring campaigns
- The jobs section on the site assists developers in finding their next opportunity and it provides a platform for companies to brand their vacancies and source candidates from Stack Overflow's database

[CLICK HERE TO READ FULL CASE STUDY](#)

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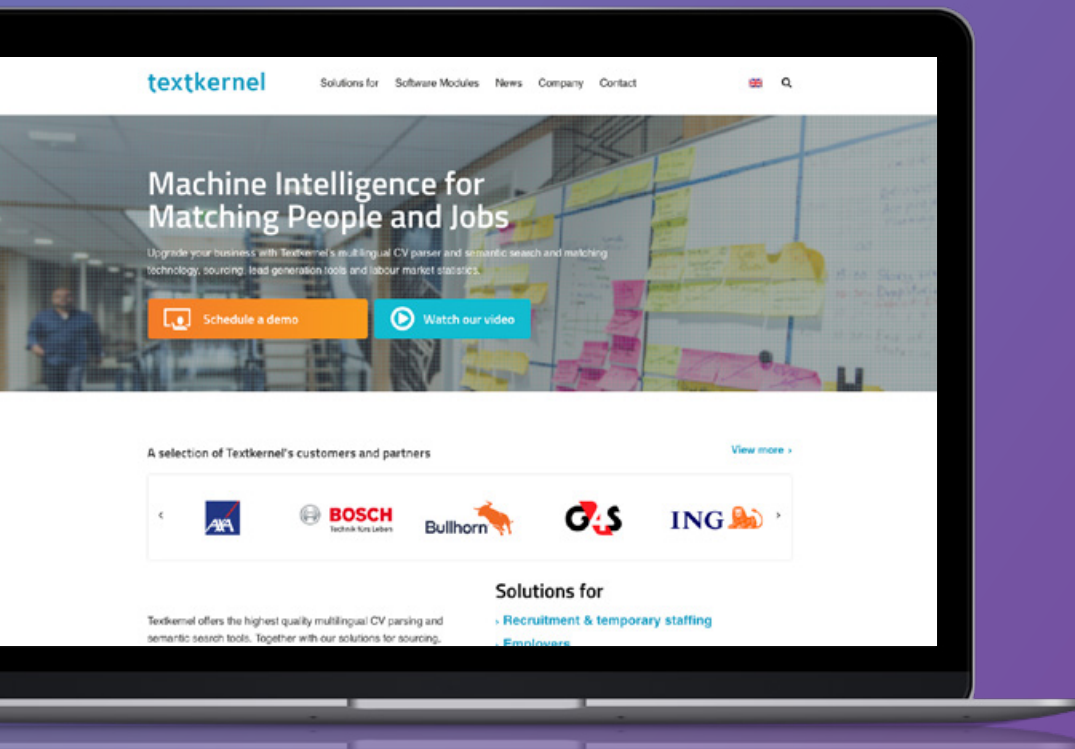
SOCIAL RECRUITING



SEARCH



ADVERTISING



Textkernel

FREE \$ \$ \$ \$

- Textkernel is a specialist in machine intelligence for matching people and jobs. Its features include multilingual resume parsing, semantic search, sourcing, lead-generation and matching technology
- Textkernel's 'Apply With Widget' can overlay clunky applicant tracking systems to streamline the mobile application process
- The parsing and semantic search functionality provides intelligent, search-engine-like search for ATS's

"Textkernel may not be the only parsing tech provider but its is probably the most user-friendly. Our recruiters loved the intuitive, clean interface and were impressed by the accuracy and quality of Textkernel's semantic search results."

Tom Lakin, Innovation Manager



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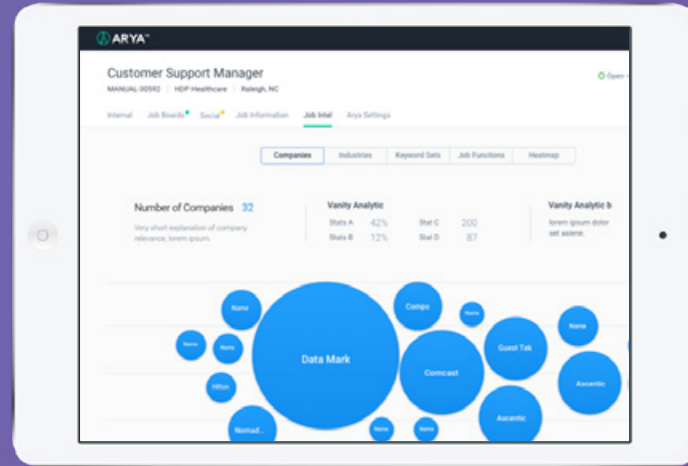


In our first four-week trial of Arya for an international banking client, we tested its ability to independently read job specifications and source appropriate talent from the social web and one job board CV database. We raced the machine against our recruiters to measure performance.

KEY FINDINGS:



- Arya was more successful in sourcing suitable CVs for volume roles (**23% accuracy versus 14% for lateral level hires**)
- Arya's accuracy started off low and this effected productivity scores** –in weeks 1-3, our recruiters sourced more effectively. **Due to Arya's average CV accuracy at 17%, our experienced recruiters produce 6 more candidates per hour for their shortlist** (suitable candidates)
- In week 4, **Arya's shortlist performance closely matched that of our recruiters which is an exciting prospect**, giving us a glimpse that results could improve with more time/usage



We will continue testing new AI sourcing tools, and we'll use our learnings here in order to:

- Increase recruiter usage to optimise machine learning of what success looks like
- Intergrate with internal databases to test Arya's ability to match roles for our talent pools
- Integrate with more job boards to test Arya's accuracy across more sourcing channels.
- Extend measures of success and long-term tracking (6+ months) for quality

Watch this space for more news as the trials progress!

CASE STUDIES

The Innovation team has assessed many talent aggregators and it is some of the value-add enhancements of Entelo which really make it stand above its rivals: the diversity filter allows our recruiters to strategically source by demographic (female, African American and military veterans, for example). The email finding function has resulted in outstanding response rates, whilst the ‘More likely to move’ function could help improve recruiter productivity.

We identified and talent pooled female talent who were underrepresented in Switzerland for a global banking client:

- 

 - Achieved a **60% response rate** from candidates – double the response rate expected from LinkedIn
- 

 - 16 CVs** identified and added to talent pool for future roles, and **8 interviews conducted** in only 10 days

Identified hard-to-find tech talent in the UK for a financial services client:

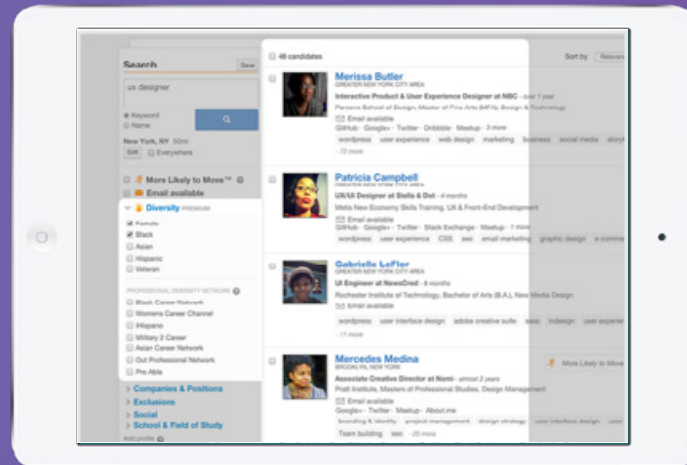
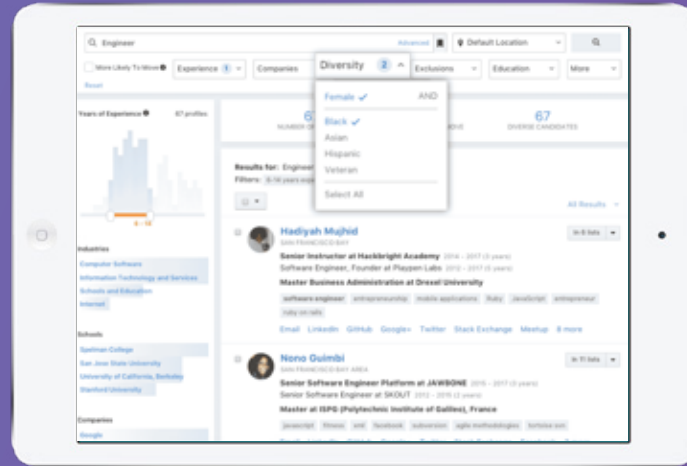
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 - Highly targeted sourcing resulted in a **33% conversion** from response to CV's
 - Received highly favourable feedback from hiring community regarding the **high quality of the talent** sourced via Entelo.

Robert Walters USA also piloted Entelo by identifying hard-to-find talent in a highly-competitive market on the west coast:

- 

 - The team approached talent differently by sending a higher volume of email in their campaigns: **696 emails sent achieved a 69% open rate**, which met expectations



“Entelo has enabled us to surface new and diverse talent with the right skills quickly”

Tom Lakin, Innovation Manager

We trialled Prophet for one of our clients***, conducting searches for prospective candidates through LinkedIn and contacting them through the email address sourced by Prophet. We compared our Prophet response rates to LinkedIn response data to see if candidates responded to emails more than InMails:

KEY FINDINGS:

60%



60% response rate (more than 2x the averaged LinkedIn InMail response rate of 29%)

100



Prophet used **100** times by Direct Recruiters to source email addresses

63



63 times Prophet successfully found an email address

25x



25 times an incorrect email address was found (bounce back)

38

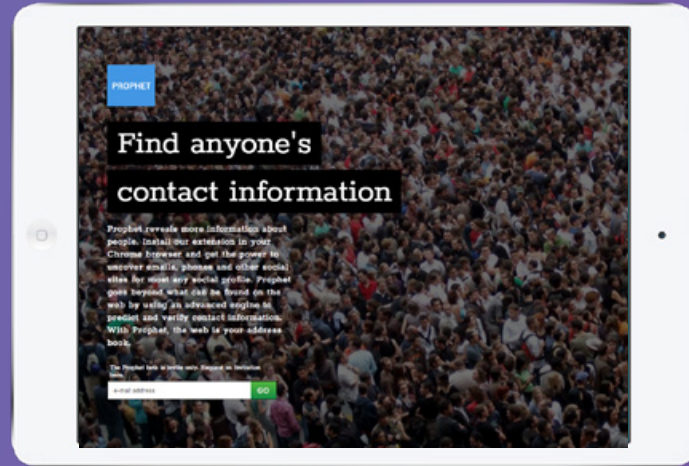


38 individuals responded to emails sent

12



12 times Prophet did not find an email address



***in a stand-alone, off-network environment to minimise risk.

Stack Overflow

CASE STUDY

When one of our clients needed to attract hard-to-find IT talent in the North West of England and Scotland, we created a branded ad page and purchased 20 job ad slots for 4 months. We observed above average results for a relatively short campaign:

KEY FINDINGS:

95

Average of **95 views per job posting** (total 2955 views across 31 jobs)

4%

4% apply click-through rate (conversion from views to application clicks), compared to **6% from a finance competitor** who committed to a 12-month campaign

74%

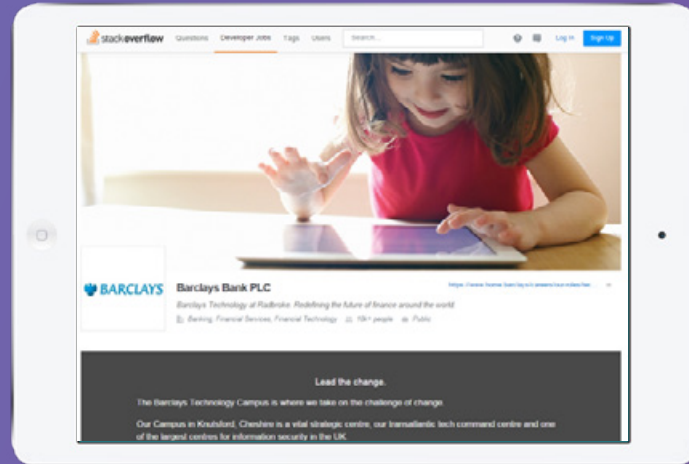
23/31 (74%) of job postings received application clicks

116

116 applications received,

38%

44 (38%) candidates were shortlisted



Compared with results from client efforts:

656

Average of **656 views per job posting** (total 1970 views across 3 jobs)

3%

3% apply click-through rate across 3 jobs

57

Of the **57 applications received**, 5 placements made in 2016 (9%)

CONNECT WITH US



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[@RSOutsourcing](https://twitter.com/RSOutsourcing)



[ResourceSolutionsRPO](https://www.youtube.com/ResourceSolutionsRPO)

Resource Solutions' dedicated Innovation team provides market intelligence, research, insights and trend reporting to all clients globally. For further information, please contact a member of the Innovation team directly:

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Resource Solutions is a provider of Recruitment Process Outsourcing (RPO) and Managed Service Provider (MSP) solutions. We have delivered these solutions to leading organisations since 1997 and manage a recruitment budget of over £2 billion on behalf of our clients. As part of the Robert Walters Group, our business has considerable resources at its disposal. With a truly global footprint across 28 countries, we are able to work in close partnership with organisations and manage everything from global accounts with demanding resourcing strategies to single sites with lower recruitment volumes.