

## How to improve your online recruitment efficiency by 80% (and save costs while doing so)

Even in times of economic downturn it is difficult to attract the right talent. It is therefore important to facilitate candidates with an easy way to apply, but at the same time learn as much about them as possible. Browsing the internet learns that candidates have to be very persistent: they need to fill out endless application forms on almost any job portal. While all the information is readily available in their resumes. That is an important reason for a low conversion rate.

StepStone Netherlands recognized this problem and found a solution: Textractor from Textkernel. With Textractor, candidates only have to upload their resume. Textractor then automatically extracts information and places it in the relevant fields on the site. The candidate only needs to check and validate the content. This of course saves candidates a lot of time. StepStone saw an increase in the conversion from visitor to candidates by 80%. This means an extraordinary improvement of their recruitment ROI, and allows them to deliver good candidate profiles to her customers. Which of course increases the chances for a perfect match.

*“This decision resulted  
in an increase of  
candidates by over  
80%”*

But there were more improvements. Improvements in the completeness and consistency in filling the database. That makes the life of a recruiter that uses this information in the matching process a lot easier.

Gijs Bos, General Manager of StepStone in The Netherlands, is excited about Textractor: *“We are very satisfied with Textkernel. The implementation was quick and the process went very smoothly. It is obvious that the people at Textkernel know their business, and are able to transfer this knowledge into actions. Since we implemented Textractor in our recruitment process, the conversion increased by 80%. This has resulted in the decision to implement Textractor in other European countries as well.”*

More and more employers discover the advantages of CV-parsing by Textractor. Textractor offers an easy integration with all recruitment-systems and -portals, and is already available as a feature in many market leading recruitment systems.



StepStone is a leading international provider of software and services for the Human Capital Management (HCM) sector.

Over 16,000 organisations, including many of the world's leading businesses, use StepStone's technology products and services to attract, retain and develop talent. These products and services are hosted by StepStone and delivered on-demand through the internet so they are easy and cost effective to utilise, maintain and upgrade.

[www.stepstone.com](http://www.stepstone.com)