textkernel

Machine Intelligence for People and Jobs

Breaking internal barriers and leveraging candidate data with Search!

usg people

USG People
www.usg-people.com

Employees:	100,000
Industry:	Staffing
Region:	International
Customer since:	2012
Products:	Extract!, Search! and Match!

With brands such as Start People and Unique, USG People is one of the largest providers of HR services in Europe, with an annual revenue of €2.6 billion. More than 100,000 people are employed via USG People every day, working for 15,000 clients.

How one unified database led to more revenue

Although USG People received more than 50,000 applications each month, only 10% could be placed on a job since their consultants could not leverage their internal talent pools. Textkernel's technology, explicitly Search!, led to a unified and semantically searchable database. As a result USG people can now place candidates faster and more efficient.

Problem

How to find the needle in a haystack

The many applications received each month by USG People, sometimes as high as 50,000, were stored in the different systems of various operating companies. 50% of these applicants were already in at least one of USG People's databases. Nevertheless, their consultants did not take advantage of this untapped resource of potential candidates. Firstly, because they were mainly occupied with administrative processes and posting job ads and secondly because the search capabilities of those databases were far from optimal.

Solution

Keeping the data accuracy and adding a semantic search engine

USG People implemented Textkernel's CV parsing software Extract! which discarded manual data entry both for recruiters and applicants. It automatically processes all candidate data, while keeping a high level of data accuracy. As a second step USG People started to organise workshops with heavy LinkedIn and CV database users within the group and asked them to design their ideal platform for CV searching. Based on these requirements they looked at three different providers of CV search technology and eventually selected Textkernel's semantic search technology for finding candidates in their own database and external sources.

Brands were shielding their candidate databases

In this extremely competitive industry, where processes need to be fast and efficient and all incoming applications should be leveraged and placed on a job, creating one unified database was the obvious solution. Although USG People's subsidiaries claimed exclusivity of their candidates, the management noticed that one third of all candidates applied to more than one brand. Still only a small percentage of all online applications were getting placed on a job. After several board meetings the project team finally got a green light to implement a USG People central CV database platform.

Cross-brand applications at USG People. 36% of applicants applied to more than one brand.

Chart: 1 — 64%, 2 — 22%, 3 — 12%, 4 — 2%, Brands
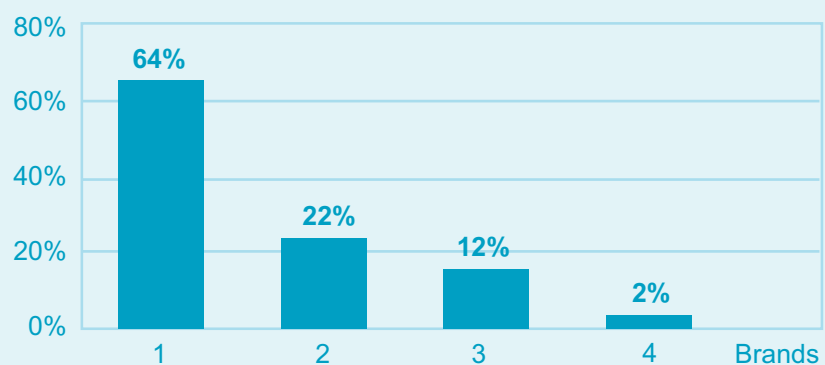
Result

One unified database, a semantic search engine and more revenue

After the implementation, USG People had an enormous amount of applications in its system, thousands of users, tens of thousands of searches per week and a large flow of new incoming CVs every day. USG People has already placed several candidates with its new semantically searchable database. Textkernel's search technology has been an accelerator for sharing candidate data. The willingness to share has grown and the fear of losing candidates to other subsidiaries turned out to be unfounded. On the contrary, sharing the profile data benefits both the consultant and the candidate.

"Textkernel's semantic search provides consultants not only with candidates they actually thought about, but also with useful suggestions of other suitable candidates. 75% of our consultants rate Textkernel's interface as very user-friendly, which made an extensive training obsolete."

Ton Sluiter, Marketing Manager at USG People

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