

# Sourcing in your ATS and a positive candidate experience. Here's how Academic Work did it.

## CUSTOMER CASE



“Our recruiters are now making use of the valuable data we have in our own systems, which is strong proof that the implementation of Textkernel’s technology is a success. On top of that: cleaner data allows us to do so much more and will help us with all kinds of other projects in the near future.”

Mikael Granberg, Group Operations Specialist,  
Academic Work

## Challenge

Unstructured data and lack of good search capabilities

**As a large staffing firm active in the Nordics, Germany and Switzerland, Academic Work realised their own internal database was a potentially great source to find good candidates.**

To unlock the value they aimed to overcome two challenges: unstructured data and lack of good search capabilities. Furthermore, considering the different markets they operate in have different languages, requirements and terms, any new technology needed to support them across all regions and languages.

## Solution

Implementing AI-powered technology

Academic Work implemented Textkernel’s Apply-with widget to allow candidates to complete an online application in seconds from PC or mobile by simply uploading a resume from a device or the cloud. Beyond this, Extract! CV parsing created a structured candidate profile with categorised data across all regions creating a foundation for a great semantic search experience. This search helps recruiters at Academic Work find the candidates they’re looking for, in both internal and external databases, across multiple languages. The technology has made the searching more efficient and enables recruiters to focus on what they do best: making the human connection.

## Result

Better searching, more placements, happy recruiters

Following implementation, Academic Work has seen Textkernel technology actively used to benefit both candidates and recruiters. The Apply-with widget enables a fast and fluid application process which improves the candidate experience. Meanwhile, fast and effective semantic search fits into the recruiter’s workflow and helps them find great candidates without region or language barriers, improving recruiter experience. And with clean, structured and searchable data, Academic Work is prepared for even greater enhancements in the future.



Enhanced experience for candidates and recruiters



Recruiters actively source their own database



Clean, structured and searchable data - also for future projects



Time saved by automating candidate CV capture

## Apply-with widget

Product spotlight

Long forms scare off good candidates. To prevent this, Textkernel has developed the Apply-with Widget, which allows applicants to apply with just one click using the online profile of their choice (or any resume stored locally or in the cloud). All information contained in these documents is processed automatically using advanced Artificial Intelligence and Machine Learning techniques to automatically turn every resume or social media profile into a complete and searchable candidate record saved in your database.

