



## Intelligent Markets

*Helping job-seekers find the right new careers through smarter analytics of social media data*

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### Overview

#### The need

In the Czech Republic, the online job-search industry is worth an estimated EUR 50 million per year – but HR teams, recruiters and job-seekers still depend on labor-intensive manual processes.

#### The solution

Intelligent Markets saw the potential for a smarter approach – leveraging advanced content analytics of unstructured data and social media to match job-seekers to the right careers, faster.

#### The benefit

The solution helps job-seekers identify suitable opportunities 80 percent faster, cuts the time taken for companies to draw up a list of suitable candidates by 90 percent, and increases the number of interview invitations that candidates receive by 25 percent.

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Whatever industry you work in, recruitment is always a high-stakes business. For most companies, people are not only the most valuable asset; they are also one of the biggest investments. Finding the right candidate for a job is critical, and finding the wrong one can be an expensive mistake.

But if the stakes are high for businesses, they are even higher for job-seekers. In a competitive marketplace, even the best candidates can struggle to find the right opportunities to fulfil their potential. If a company's job advertisements aren't reaching the right people, both sides are missing out on a mutually beneficial relationship.

Intelligent Markets, a business consulting company based in the Czech Republic, realized that the disconnect between companies and job-seekers offered a huge opportunity to transform the recruitment industry – which is worth an estimated EUR 50 million in the Czech Republic alone.

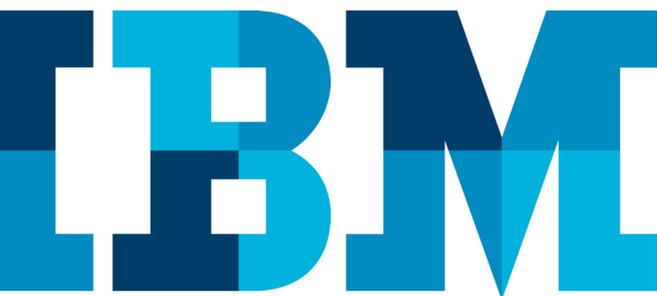
### Intelligent matching

By harnessing the power of big data analytics, Intelligent Markets has built a solution that is capable of intelligently matching job-seekers to the job openings that are likely to be the best match for their ambitions, qualifications, skills and personalities.

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*“One insight that really stood out during this project is that the recruitment process is a very emotional experience. We built an interface that encourages job-seekers to adopt positive behaviors and helps them build up their confidence – which is just as important as matching them to the right job,” says Martin Pavlica, Director at Intelligent Markets.*

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## Solution components

### Software

- IBM® Watson™ Content Analytics
  - IBM Case Manager for Investigations
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Martin Pavlica, Director at Intelligent Markets, explains: “We realized that the ability to analyze unstructured data was the key. Resumés and CVs contains a huge amount of relevant information about candidates, and so do social media networks such as LinkedIn. And advertisements on employment websites contain the other half of the puzzle – information about the jobs that are available.

“By gaining insight into this content, we can automatically match people to jobs, which short-cuts a huge amount of manual work for both companies and job-seekers, as well as delivering more reliable results.”

## Powerful content analytics

Intelligent Markets uses IBM Watson Content Analytics as its analytics engine. The software automatically gathers and aggregates data from 99 percent of the online job-seeking websites in the Czech Republic. It recognizes when a job has been posted multiple times on different sites, and de-duplicates the data to ensure that candidates don't waste time applying for the same job twice.

Similarly, the solution establishes a set of rules for specific industries and then compiles information, such as experience, education, volunteer activities, community interests and hobbies, on more than 500,000 professionals who are seeking employment. This can give companies and recruitment consultants the information they need to draw up a shortlist of top candidates. Since more than 50 percent of professional openings in the Czech Republic are filled through targeted headhunting rather than public advertisements, it is critical to support this method of recruitment.

Martin Pavlica comments: “Watson Content Analytics was the ideal platform for this project. We had previously tried open source technologies, but they didn't have the right range of capabilities built-in. We had also looked at HP Autonomy, but we found it wasn't flexible enough for our needs. The IBM solution was the only one that had the right mix of powerful features and openness – as well as Czech language support, which was vital in our domestic market.”

## Simple interface, sophisticated analytics

Having proven that the concept works, Intelligent Markets is now launching a portal that allows job-seekers to log in, type a few keywords (for example, “Lawyer in Prague”), and instantly see a shortlist of relevant opportunities. If the user decides to register on the site, they also gain access to a “virtual agent”, which acts as a personalized advisor to help them be more effective when they are applying for jobs.

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— Martin Pavlica, Director, Intelligent Markets

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### **Transforming recruitment**

Initial results indicate that Intelligent Markets’ solution will deliver significant benefits across the whole recruitment process. While testing the solution, the company found that job-seekers were able to identify relevant opportunities 80 percent faster than before, and companies were able to save 90 percent of the time they previously took to assemble a short-list of candidates for a position. More importantly, the matching process really does help the right people get the right jobs: candidates who used the solution received 25 percent more job interview invitations than candidates who used other methods.

Martin Pavlica concludes: “We are very excited about launching this solution for a wider audience, and we think it will transform the way recruitment works in the Czech Republic. Moreover, what we do here can easily be replicated in other countries and other languages, and we’re seeing a lot of interest from multinational businesses. For example, one of the largest European mobile telecommunications providers is keen to partner with us to streamline their recruitment processes across Europe and beyond.”

### **About Intelligent Markets**

Intelligent Markets, a.s., a business consulting firm and an IBM Business Partner, provides content analytics services based on IBM software. The key areas of focus for the company include job searching, public tenders and business transformation. Founded in 2011, the 20-employee company is headquartered in Prague, in the Czech Republic.

To learn more about Intelligent Markets, please visit [www.in-markets.cz](http://www.in-markets.cz)

### **For more information**

To learn more about IBM Analytics solutions, contact your IBM representative or IBM Business Partner, or visit the following website: [ibm.com/analytics](http://ibm.com/analytics)



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Produced in the Czech Republic  
March 2015

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