

# How does BuzzFeed match high-performing candidates to their ideal roles?

-  200 million people worldwide engage with BuzzFeed content every month
-  Hundreds of people per day apply for BuzzFeed's most popular positions
-  Wanted to spend less time screening and more on higher-value recruitment activities
-  Worked with Uncubed to pilot a solution based on IBM® Watson® Candidate Assistant
-  Chatbot identifies top candidates on Uncubed's job network and encourages them to apply
-  Predicted to empower BuzzFeed to make better-informed hiring decisions, faster

