textkernel

Semantic Recruitment Technology

Breaking internal barriers and leveraging candidate data with Search!

RGF Staffing

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

With brands such as Start People and Unique, RGF Staffing 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 RGF Staffing every day, working for 15,000 clients.

How one unified database led to more revenue
Although RGF Staffing 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 RGF Staffing can now place candidates faster and more efficient.

Problem

How to find the needle in a haystack

The many applications received each month by RGF Staffing, 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 RGF Staffing'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.
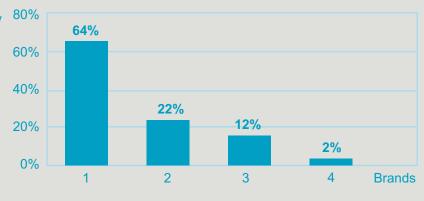
Solution

Keeping the data accuracy and adding a semantic search engine

RGF Staffing 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 RGF Staffing 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 RGF Staffing'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 RGF Staffing central CV database platform.

Cross-brand applications at RGF Staffing 36% of applicants applied to more than one brand.

Result

One unified database, a semantic search engine and more revenue

After the implementation, RGF Staffing 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. RGF Staffing 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 RGF Staffing