textkernel
Machine Intelligence for People and Jobs

Bullhorn

How CCL cut costs and reduced its sourcing time by 50% with Textkernel

CCL
Global Energy Resource

CCL (Contracts Consultants Limited)
www.cclglobal.com

Employees:	35
Industry:	Energy recruitment
Region:	UK, US, Norway, Africa
Customer since:	2016
Products:	Extract!, Search!, Match! and Jobfeed in Bullhorn

CCL is a pure-play oil & gas recruitment business that has been around for 35 years. CCL integrated Textkernel's CV parsing, semantic search and matching technology with Bullhorn to save time on sourcing and cut costs by easily training new recruiters on the job.

Owing to a very large CV database, it used to take CCL a full day to create a longlist of 20 candidates via Bullhorn's Find Matching Candidates. On top of that, they struggled to hire recruiters who understand complex technical job descriptions. With Textkernel's semantic matching technology, recruiters only have to review the top 20-50 hits, reducing their time to resource vacancies by about 50%. Plus, less experienced recruiters can work through the same list, building up knowledge on the job.

Challenge

Speed and accurate matching

Accurate matching is critical for a specialist company like CCL. Clients use agencies like CCL to hire Engineers and Managers who have existing experience with rare technologies and sectors, to reduce risk and avoid expensive training costs. Speed is also essential, in what can be a CV race, making sure they find the right candidate faster than the competition. In order to be competitive as well as cost-effective, CCL started looking for a solution that could help them speed up their time to source.
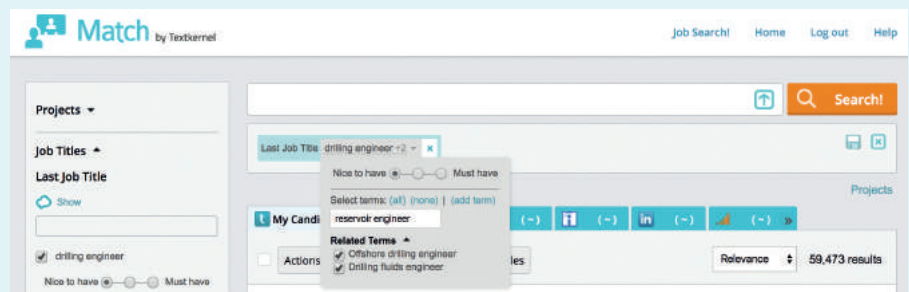
Solution

Adding Textkernel's semantic search and matching to Bullhorn

CCL has been using Bullhorn, a market-leading CRM system, and added Textkernel's semantic search and matching technology for automated ranking and accurate results. The technology can automatically turn job requisitions into search queries, semantically search the database and include synonyms to find the best candidate matches.
This has helped CCL reduce their time to resource vacancies and less experienced recruiters are able to build up knowledge on the job.

Personalised semantic search

Textkernel offers an extensive database of synonyms and related terms which are automatically added to the user's search query. This enables semantic and intelligent searching. Operating in a very niche market, CCL had the need to customise the taxonomy. They developed their own dictionary to include very specific terms and skills from the oil and gas industry. Textkernel takes a unique white-box approach. It makes the dictionary and the reason for matches visible and directly integrates this with Bullhorn. Textkernel's software also allows individual users to personalise their semantic search results. By being able to add their own synonyms, related terms and to create categories, users can make sure they find what they are looking for and save time on their next search.

Personalised semantic search: users can easily add new terms to personalise their search results and find what they are looking for.

Result

Reduced sourcing time and saved costs

By using Textkernel's semantic search and matching software, CCL was able to reduce its sourcing time by about 50%, allowing more time for business development. Not only does CCL save time on sourcing and is better able to compete in the CV race, its junior recruiters are enabled by Textkernel's technology to learn on the job. Instead of having them first take a three-day training course, they can get straight to their desks and immediately phone the top 10 candidate matches that Textkernel provides.

✔ Reduce sourcing time by 50%
✔ Provide more time for business development
✔ Save costs on training junior recruiters

"We have reduced our time to resource vacancies by about 50%. Less experienced recruiters are able to work vacancies beyond their knowledge and comfort zones, beyond Boolean, as Textkernel's technology builds the searches automatically, and ranks the most suitable candidates."

Jon Cox, Director, UK, Europe, Middle East at CCL

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