



THE MATCHWORK CV MATCH MODULE – IN BRIEF

CV Match is the quality differentiator to make a job board stand out from the crowd, as well as MatchWork's job board customers' largest revenue generator.

THE ALL-INCLUSIVE MATCHWORK CV MATCH MODULE

The MatchWork CV Match Module can be delivered as an intrinsic part of a job board delivered by MatchWork or it can be integrated to any other job board as bolt-on service.

The CV Match Module comes with the following package:

- CV Registration for job seekers
- CV Converter for easy CV registration
- CV Visibility options (prepared for CV search integration)
- Match Lists with overview of the most relevant job matches ranked out of 1000 points
- Match Mails to both advertisers and jobseekers
- Option to join a shared database – National/International

CV MATCH IS AN "EVERYBODY WINS" PRODUCT

To a job board provider CV matching has many rewards in itself:

- Improved perception - You add a quality product to your site that will raise the general perception of your job board
- New markets - You offer employers access to the passive job seekers thereby increasing your relevance to advertisers looking for particular skills and qualities
- Revenue - You can earn significant extra revenue from generating and maintaining a large CV

database with relevant candidates...and as your database increases, so does the value to the customer

- New sectors - You gain a tool to go after new business in new sectors by selling on the strength of your CV database profile statistics
- More traffic - Increased traffic and inbound links from jobseekers viewing relevant ads in match mails

Jobseekers gain multiple benefits from the CV Match Module:

- Full anonymity – Jobseeker's personal details will only be shown to advertisers when they choose
- Simplicity – Jobseekers can enter their CV once, and sit back and wait to be notified of new jobs matching their CV
- Structure - The ability to register and maintain well-structured CVs - for career definition purposes and attachment to job applications
- Increased visibility - to recruiters and advertisers – both with regard to being found by the CV Search Module and found on match lists
- Direct contact - new, relevant and ranked job ads will be sent to jobseeker's inboxes as soon as the ads are posted

Advertisers also gain multiple benefits on the CV Match Module:

- Improved exposure - Immediate ad exposure to highly relevant job seekers, via match mails and display on match lists
- Time saving - Access to a match list with scored candidates to significantly reduce the time spent finding and identifying relevant candidates
- Direct contact - Instant information about new relevant job seekers as soon as CVs are activated
- Quality - Increase in applications from

HOW DOES MATCHWORK'S CV MATCHING WORK?

To understand 'Match' you need to understand the limits of 'Search'. 'Search' is a function well-known to every Internet browser. Enter a key word and the search engine will produce all the corresponding references. Search is very general by nature and will return all the records available. This strategy works well for a wide range of areas - which is why MatchWork utilises search successfully for many purposes.

'Match' is qualitative and specialised. It works from structured data and examines and weighs different criteria in order to single out those vacancies that are most suitable to a jobseeker and vice versa.

MatchWork pioneered the matching technology in the 1990's and more than a dozen years after the service

was first introduced our technology is still our secret Coca Cola™ formula.

Many job boards and online classified solutions competitors have tried to copy or reengineer our technology over the years. Most have given up and some have launched services that are little more than just a predefined search named “matching”.

MatchWork’s CV Match service is a HR expert system based on insight and understanding of the minds and mechanisms of job seekers and employers.

To give a simple example of this: job seekers and employers have different objectives and perceptions of a good match. I.e. the fact that a job vacancy is top scoring in the perspective of the job seeker does not necessarily make that job seeker a top scoring candidate in the perspective of the employer. Hence, the algorithm operates asymmetrical based on the perspective. That is but one of many parts of the HR knowledge base built into MatchWork’s algorithm.

When a jobseeker activates a CV, the Algorithm combines their experience, skills, educations etc, with our insight of how a jobseekers mind works. This criteria is matched against the jobs database, and relevant vacancies are presented on a match list for on-line examination ranked out of 1000 points. Every 24 hours all CVs are matched against all new job vacancies in the database and candidates are directly mailed new “matches”

The match list is essential to the CV Match service offering, as it is through this that the job board delivers the promotional effect of purchasing the premium CV Match advertisement. The matched job is pushed to the most interested and qualified candidates. This will be to those that are actively seeking a job, and to passive jobseekers s who may not actively be looking, but would be interested in the right opportunity.

On the flip side the process for the recruiter is very similar. Advertisers have a choice whether to sit back and

receive relevant applications in their inbox, or to be proactive and decide which candidates to get in contact with. After a match ad is activated advertisers can view their matched list of candidates, who are anonymous at this stage, and request the personal details directly to the jobseeker, of those which provide the best fit. Relevant candidates will be mailed to the advertisers and added to the match list on a daily basis.

As an option, it is possible to enhance the CV inputting process by adding a CV upload parser (MatchWork CV Converter) to the site. Jobseekers simply upload their text document and let the system do the rest. The CV is presented for checking, and the match process can begin. This can halve the time it takes to input a CV. At present, the languages English, German, Swedish and Danish are supported by the uploader.

CV MATCH MODULE

Included features – basic configuration

- Shared national database
- Shared international database
- Back office support module

Optional features

- CV Upload parser