

## CASESTUDY

# FORTUNE 500 COMPANIES' JOBS DATA HELPED STAFFING AGENCY ENHANCE WEBSITE VISIBILITY AND TRAFFIC

Reduced the Operation Costs by Approx. 20% in Six Months



# JOB MARKET OVERVIEW

After the sudden decline across countries owing to the COVID-19 outbreak, the global employment services market is expected to recover and grow at a CAGR of 10% from 2021. The growth is primarily triggered by the rising talent requirement in healthcare, e-commerce, logistics, and the FMCG sector.

The current job market and competitive dynamics require recruitment firms and staffing agencies to rethink and rework their strategy to serve their candidates and recruiters better. Moreover, as the drumbeat for digitization and innovation grows louder, staffing agencies face the need to invest in technology to gain a stronger foothold.

As such, leading market players are now partnering with best-in-class job scraping service providers like JobsPikr to extract information through any scale of complexity and keep their job data feeds up-to-date at all times. Having the backing of a top job scraping service provider ensures that the job listings are always updated.

# ABOUT THE CLIENT

The client started operations in 2003, intending to provide clients with bespoke, tailored staffing solutions in a relatively nascent staffing market.

Over the next ten years, the company grew into one of the leading staffing organizations in Canada.

# BUSINESS CHALLENGE

Latest advancements in recruitment technologies have led to an explosion of data that belongs to disparate sources. However, the client still used manual techniques to explore and gather job data fields from multiple websites. It was time consuming and prone to errors. Consequently, the client ended up spending much of their time fetching data fields individually, leading to a massive decline in profits.

The organization could not handle the data crawling operation on a large scale and sought a team of experts who could manage end-to-end web scraping and data mining operations at large scale, that too on a daily basis.

They wanted to automate job postings extraction from Fortune 500 companies' career pages and focus on building a premium and quality talent acquisition solution. The significant challenges faced by the staffing industry giant were:

- No central system of execution for data collection from Fortune 500 companies' career pages
- Unavailability of QA (Quality Assurance) process to check and validate quality and completions of scraped job postings data
- Time taking data collection process to compile the data set from any of the sources
- High Overhead Cost in terms of resources allocation
- Error-prone process due to multiple human touches
- Lack of advanced technology to scan through the career pages of companies
- Lack of resources to check for missing fields such as designation, job location, salary, and much more
- Lacked insights to identify trends in the Canadian labor market, changes in job profiles and requirements to change advertising strategies

## **SOLUTIONS OFFERED**

After signing up in JobsPikr application, the client was able to verify the data quality with a free trial. The client also evaluated the categories and sources of the datasets and selected the source websites that best suited with their needs and requirements.

Our team evaluated the pricing plan based on the client's data requirements. Once the client completed the payment process, the clean and fully prepped data was then made available to the client in their preferred format.

## BUSINESS OUTCOME

Using job data scraping, the client could extract extensive job listings from multiple career pages of Fortune 500 companies and top job boards. Also, the client was able to automate the posting of jobs to their site at regular intervals. This enabled them to focus more on other aspects of their business. Automated job postings from multinational companies' career pages also eliminated the need for large operations teams, reducing the operation costs by twenty percent in six months.

The client could also choose which formats, tags, and targeted regions they would like on their site. This aided them in strengthening the user experience with suitable filters and rich content.

Also, this eventually helped job seekers find local job postings and apply to client companies that have posted the relevant jobs. The solution provided by JobsPikr helped the client integrate the feeds directly into their existing system for different levels of analysis.

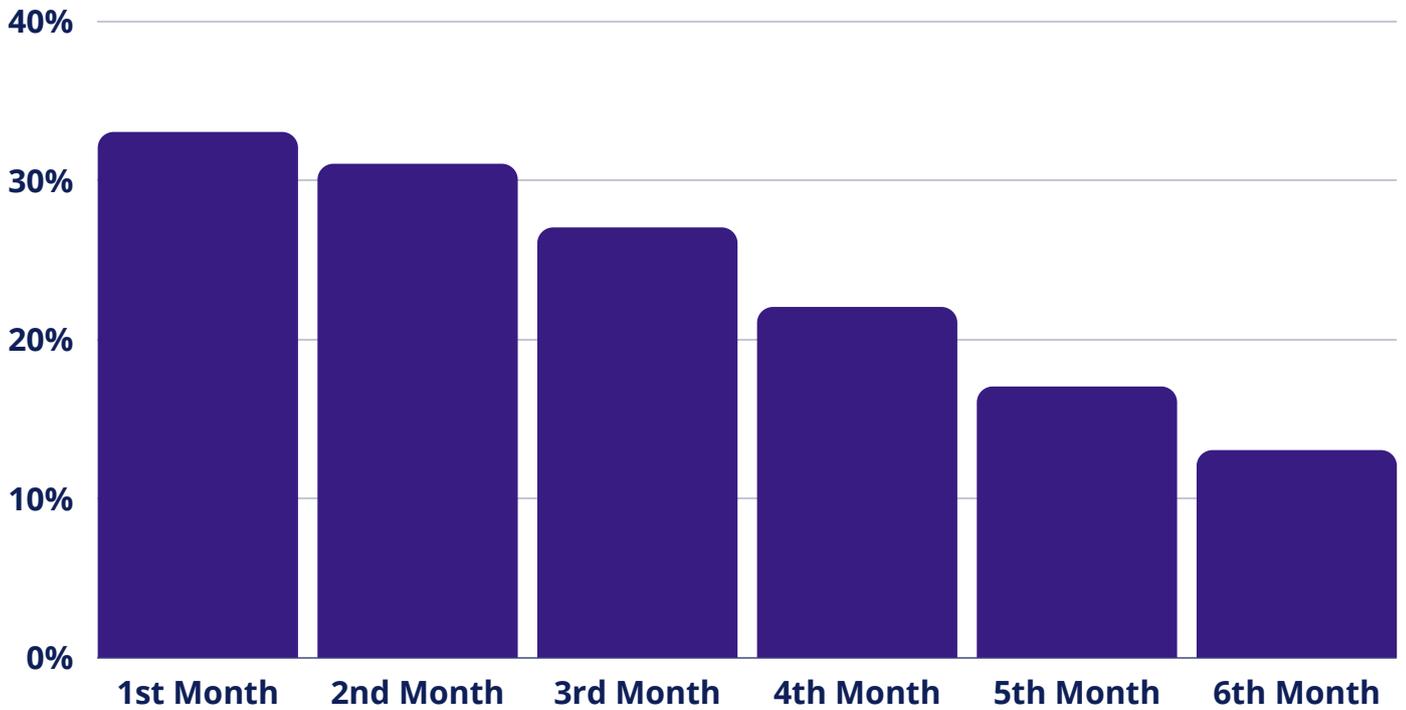


Fig: Reduced Operation Costs by 20% in 6 months

The major aspects that have optimized their businesses are :

- Automated system to extract the data on a daily basis from more than 1000 data sources
- Automated QA process and minimized the time to ensure data accuracy
- Increased customer satisfaction due to consistent solution capable of getting the job data from multiple sources in a quick time
- Reduced the overall cost of operation
- Overcome the bottleneck of manual process
- Improved in productivity due to cleansed & timely data
- Enhanced job site visibility and fine-tuned the job search experience for candidates

# SOLUTIONS OFFERED



Job Wrapping  
and Job Automation



Job Scraping



JobFeed Update  
via API



Feeds for Jobs Data  
Visualization



Job Data for Research  
and Analytics



Exclusive Job feed  
from Fortune 500

## WHY CHOOSE JOBSPIKR?

JobsPikr uses machine learning algorithms to intelligently extract job data across the corporate websites and job boards directly, providing you with the widest range of historical and real-time job market data.

JobsPikr's customizable job feed and analytics solution helps you keep pace with the job market trends and gather exclusive job feed data directly from Fortune 500 companies' career pages.

Having the backing of a strong job scraping service provider like JobsPikr assures that the daily process of web crawling job postings is automated, leaving your company with fewer overheads and more opportunities to scale. JobsPikr can extract and mine data through any scale of complexity.

