

CASE STUDY

EXTRACTING VALUE FROM TEXT WITH MACHINE LEARNING

“The models created by Inawisdom will be used to match users to jobs at scale. We anticipate that this will double conversion rate on matched jobs. Driving an additional 1 million applications per month if used across all live jobs.”

Nick Siantonas
Head of Data Products
Madgex

INAWISDOM



Our Customer

madgex

Madgex are the market-leading career technology provider. Their solutions boost engagement, provide deeper insight and drive more revenue for their customers. Operating in 14 countries, they manage more than 500 global brands including The Guardian Jobs and Gumtree Jobs.

Madgex knows and understands online recruitment and is passionate about exploring new solutions in the digital world and leveraging state-of-the-art Machine Learning (ML) on Cloud platforms such as AWS (Amazon Web Services).

Their Challenge

Madgex sought to develop a tool using ML to augment and enrich job postings giving them the ability to enhance their products and services. For example, to more accurately and efficiently match the right people to the right jobs; improving both candidate and client experience.

Typically, job postings contain information such as responsibilities of the candidate, qualifications, and the benefits package, but these topics are rarely organised in a structured/tabular way and are embedded in paragraphs of text. Madgex wanted to extract the concepts and store them in a structured form.

As a trusted AWS ML partner and AI (Artificial Intelligence) specialist, Inawisdom were engaged by Madgex to apply their AI expertise to train a set of machine learning models using Madgex job descriptions, creating a way to identify specific topics, extract the relevant information and organise it in a structured way, all within an eight-week timeframe.

↑ Data
Insight

↑ Customer
Retention

↑ User
Experience

CASE STUDY

madgex

“Inawisdom met all – and exceeded many – of our expectations in delivering against the brief. The project was managed in a professional manner and delivered on time. The Inawisdom team were very responsive to our requests.”

Nick Siantonas
Head of Data Products
Madgex

Our Solution

Inawisdom’s Discovery as a Service (DaaS) method and AWS Machine Learning technologies expedited the project delivery and Proof of Value. We applied advanced data science capabilities and techniques, combined with the power and scale of AWS SageMaker to rapidly scale to millions of input documents, generate recruitment domain-specific word embeddings, delivering highly accurate outcomes.

Inawisdom undertook the project in 4 simple steps:



Inawisdom’s Data Scientists worked collaboratively with Madgex to articulate the problem definition, investigate the data – including unsupervised clustering analysis – then built and trained a set of models to compare and contrast performance using different Machine Learning techniques.

The Result

Inawisdom’s AI and Machine Learning expertise combined with the advances and scale of AWS ML technologies, such as SageMaker BlazingText, rapidly delivered a cost-effective advanced ML proof of value and highly accurate results in weeks.

The results enabled Madgex to reduce millions of documents to essential information; with our models delivering a high level of accuracy (88% & 89%). The outcomes provided Madgex with the opportunity to enhance its products and services for both client and job seeker audiences, in turn improving candidate matching to job postings, increasing retention and candidate conversion and improving candidate and customer experience.



About Inawisdom

Inawisdom is an AI specialist and AWS Machine Learning Competency Partner. We enable customers to rapidly discover business differentiation from their data assets.



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