



## **The MatchWork CV Matching Module - In Brief**

The CV Match Module provides new levels of access and flexibility to core functions of MatchWork system.

The CV Match Module contains the following features:

- CV Registration for job seekers
- CV Converter for easy CV registration
- CV Visibility options (prepared for CV search)
- Match Lists with overview of the most relevant matches
- Match Mails to both advertisers and jobseekers
- Shared Database - National/International

- full details are available in the CV Match Service Description

Recognising the difference between 'Search' and 'Match' is the key to understanding the unique power and potential of the system and the basic definitions are simple.

### **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. These will include part-time jobs, local jobs, national jobs and other related references relevant to the search term. This strategy works well on average and for a wide range of areas - which is why MatchWork uses search successfully for many purposes.

### **Match**

'Match' is a service which has been specially developed by MatchWork. Lying beneath the rich information stored in the system is a match engine with a difference. It understands the significance of every key criterion entered in the structured data and both the differences between what a job seeker is looking for and what an employer is interested in.

Match is qualitative and specialised. In the context of job vacancies, it gives employers an instant list of the most relevant CVs already in the system. Subsequently, it identifies those joining the database while the vacancy is online. It does so in rank order of suitability and promotes the job to high-ranking active and passive candidates.

For jobseekers, Match lists the most relevant opportunities - and will send emails to alert both employers and jobseekers to new opportunities arriving in the system.

### **The Benefits**

Jobseekers gain multiple benefits from the CV Match Module:

- 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 and match emails
- Instant information about new relevant job ads as soon as the ads are posted



Advertisers also gain multiple benefits on the CV Match Module: -

- Immediate ad exposure to highly relevant job seekers, via match mails and display on match lists
- Instant information about new relevant job seekers as soon as CVs are activated
- Increased relevant site traffic on the site
- Higher conversion rate (job ad display > sent application)

As a result, the perceived 'effectiveness' of the job board is improved, the advertising value to the advertiser is higher and the job board can charge more for the ads - which leads to higher advertising revenue.

### **How Matching differentiates MatchWork from others**

We have offered our unique and proprietary matching solution in the market for more than ten years. By doing so, we provide our partners with access to substantial premium revenue streams. Our matching algorithm is the best in the market. It is our secret Coca-Cola formula and its structured data approach outperforms the results delivered by competing methods using fuzzy logic search engines or other one-stop automatic CV and job parsing products.

Through the CV Match Module all the parties will get significantly better experiences and results compared to other job board solutions - both in growing economies and economies in recession.