Innovative Recruitment Solutions: Integrating AI and Digital Communication to Improve Job Matching

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Abstract. Connecting job seekers with recruiters remains a complex and costly challenge for companies, often leading to significant financial investments in recruitment and training. This study investigates the application of the JobLinkr platform to streamline the hiring process, ensuring a better match between candidates and companies, while also accelerating the process and reducing associated costs.

We surveyed employers and job seekers to gather insights into their experiences and preferences. Our research identifies key pain points in the current job market such as misaligned expectations, lack of job information, and delays in feedback. On the basis of this information, we conducted an investigation into various business strategies, examining different business models, branding approaches, and the personal experiences of users to develop a platform that addresses the diverse needs of both parties.

This case study proposes an AI-powered platform designed to analyse user profiles, including CVs, and provide recruiters with tailored insights based on their preferences. The platform aims to include various communication tools, such as 'day in the life' videos showcasing company culture, to enable deeper alignment assessments and enhance matchmaking accuracy.

JobLinkr's plans include enhancing applicant summaries, providing career advice, gamifying user experiences and developing new features. Additionally, exploring strategic partnerships and acquisitions could broaden the product's reach and capabilities and make it even more distinct.