

Textkernel Search unlocks the value of Jacobson Group's extensive candidate database

CUSTOMER CASE

About The Jacobson Group

The Jacobson Group is the leading provider of talent to the insurance industry, with services including executive search, professional recruiting, temporary staffing and subject matter experts. With a 50-year history and more than 500,000 candidates in its internal database, Jacobson was looking for an AI-powered search and match tool to help them get more out of their database, find and place talent faster, and avoid spending unnecessarily on external sources.

The Challenge

As a niche provider with a 50-year track record, Jacobson has built up a robust database of candidates, many with relationships cultivated throughout years working together. Using Bullhorn as its Applicant Tracking System (ATS), Jacobson was looking to access its candidate database in an easier and more scalable way. A key priority was finding technology new staff could easily understand and use, in order to scale their business.

"Implementing Textkernel has anchored our recruiters in Bullhorn. Jacobson has half a million candidates we've built relationships with, and having better access to our database has been pivotal. We now have fewer recruiters going to outside sources first, because of the improved accessibility of our own talent.."

Jennifer Shorr, Assistant Vice President of Operations, The Jacobson Group

The Solution

Jacobson ran an extensive evaluation comparing different vendors across various metrics, ranging from "Bullhorn Interface Integration" to "Access to Relevant Niche Professionals" and "Ease of Running Searches." Following the evaluation, Jacobson invested in Textkernel's full Parsing, Semantic Searching and Matching technology suite within the Bullhorn ATS.

"Textkernel scored the highest on our vendor evaluation, though an additional key difference in their favor was working with people in both sales and support. This was an area where they stood out from the competition and it was clear Textkernel and Jacobson could collaborate.."

Jennifer Shorr, Assistant Vice President of Operations, The Jacobson Group

The Result

In the first year it was used, Textkernel in Bullhorn influenced 25.8% of Jacobson placements.

Leveraging Textkernel in Bullhorn allowed Jacobson to better use its vast candidate database, quickly finding rare talent for niche roles in a highly competitive market. In the first year it was used, Textkernel in Bullhorn influenced 25.8% of Jacobson placements.

“Textkernel is my go-to for more technical positions where it is more difficult to find candidates, or when we need to find a larger set of people.”

Jacobson recruiter

“While Jacobson has some experienced and effective Boolean users, semantic-based AI allows more users to be power searchers. It sounds clichéd, but Textkernel in Bullhorn is all about working smarter, not harder.”

Jenn Shorr, Assistant Vice President of Operations, The Jacobson Group

Textkernel in Bullhorn

Product spotlight

The seamless integration of Textkernel with Bullhorn enables recruiters to find the best-matching candidates, faster. With semantic search, every recruiter can become a sourcing expert, finding talent in their database that was previously unseen.

Our semantic search and match technology is used by 7 of the top 10 largest global staffing firms. It allows them to make placements faster and more efficiently, using the best search and match solutions in the market.

Give your recruiters the tools they need to optimize their workflow:

- Automate shortlisting and sourcing
- Use semantic search to ramp up new recruiters faster
- Free them from “busy work” so they can refocus on the relationships that power your business

About Textkernel

Textkernel works with over 1,000 HR and staffing organizations worldwide to bring the latest in artificial intelligence technology to our customers’ fingertips. We work with large, global companies across multiple industries deliver multilingual parsing, semantic search and match, and labor market intelligence solutions. Connect with us to learn more about how we transform how these companies hire and manage their workforces for competitive, business advantage.

