

SEEK

BUSINESS SERVICES CASE STUDY



Challenge:

To achieve its goal of becoming the world leading marketplace for job seekers and hirers, SEEK needed to improve job match relevance and enhance the user experience of its job search website.

Solution:

The company selected Dassault Systèmes' 3DEXPERIENCE® platform and its search-based application EXALEAD CloudView to provide more thorough and targeted search results.

Benefits:

Powered by EXALEAD, the SEEK website enhances the job search and talent search experience by delivering the best match between candidates' profiles and advertiser requirements.



"At SEEK, the technology that powers our website accurately matches, on one hand, the profiles of those seeking work with the requirements of companies searching for their future employees and on the other, the best candidate for a job posting," said Duncan Norman, Senior Product Manager – Search Experiences at SEEK. "This technology is EXALEAD CloudView, Dassault Systèmes' search-based application based on its 3DEXPERIENCE® platform. We recently replaced the previous search technology powering our job search website with this application because of its range of functionality and Dassault Systèmes' vision for EXALEAD, which matches our long-term strategy in terms of the types of services we plan to deliver to our users. With more than 125,000 jobs online and over 30 million visits every month, our objective is to increase the number of ways and the chances that the right job seekers and hirers can find and connect with one another. By making it easier for users to refine their criteria, CloudView provides them with a more targeted search."

SEEKING THE PERFECT MATCH

In a world where people data is more readily available and people are more mobile, talent searching has become more complex than ever before. SEEK plays a crucial role in matching hirers with the most relevant candidates. With the ability to create sophisticated and seamless technology solutions that work across desktop and mobile devices, SEEK can leverage the power of search to perform fast and accurate matching capabilities that deliver highly relevant search results.

The screenshot shows the SEEK job search website interface. At the top, there are navigation tabs for 'Jobs', 'Courses', 'Businesses for sale', and 'Volunteering', along with location indicators for 'AU' and 'NZ'. The main header features the SEEK logo and a user profile 'Mat'. Below the header, there are navigation tabs for 'Job Search', '\$150k+ Jobs', 'Profile', 'My Activity', and 'Advice & Tips'. A search bar indicates '544 jobs matching your search criteria'. Active filters include 'All Melbourne', 'accountant', and 'At least \$100k per year'. A sidebar on the left offers filters for 'Date Listed', 'Keywords', 'Location', and 'Classification'. The main content area displays job listings, including 'Senior Financial Accountant' at Q Media Pty Ltd and 'Management Accountant - Geelong Location - 6 Month Contract' at Michael Page Finance. A salary range selector is overlaid on the bottom left, showing a range from '\$100k to \$200k+'. On the right, there is a promotional banner for 'Be your own Boss' and a section for 'Michael Page Finance'.

FLEXIBLE AND EASY TO CUSTOMIZE

EXALEAD CloudView has changed the way users interact with SEEK's website. For instance, it supports a greater number of queries than before, which enhanced the overall usability of the site. SEEK also customized the ranking of the search results. "EXALEAD is highly flexible and open to customization," Norman explained. "With our ranking feature, we ensure that the jobs most relevant to the user's criteria appear at the top. The search results have more value for the user. And as the market trend toward virtualization increases, EXALEAD CloudView is well-positioned since it is available on the cloud," he added.

CloudView performs a more thorough search of candidates' profiles and can locate those whose skills and experience most accurately match the characteristics of the positions companies seek to fill. SEEK also added a functionality that enables employers to send information about a position to a potential candidate at the push of a button. "We are currently developing the possibility for hirers to rapidly locate the right candidates at the right time," he said. "These are the kinds of services we expect will make our website an indispensable asset in the employment marketplace."

Focus on SEEK

Largest global online job marketplace and leading employment website in Australia.

Products: job placement services for employers and job seekers

Employees: 6,000 worldwide

Headquarters: Melbourne, Australia

Revenue: \$620M Group

For more information

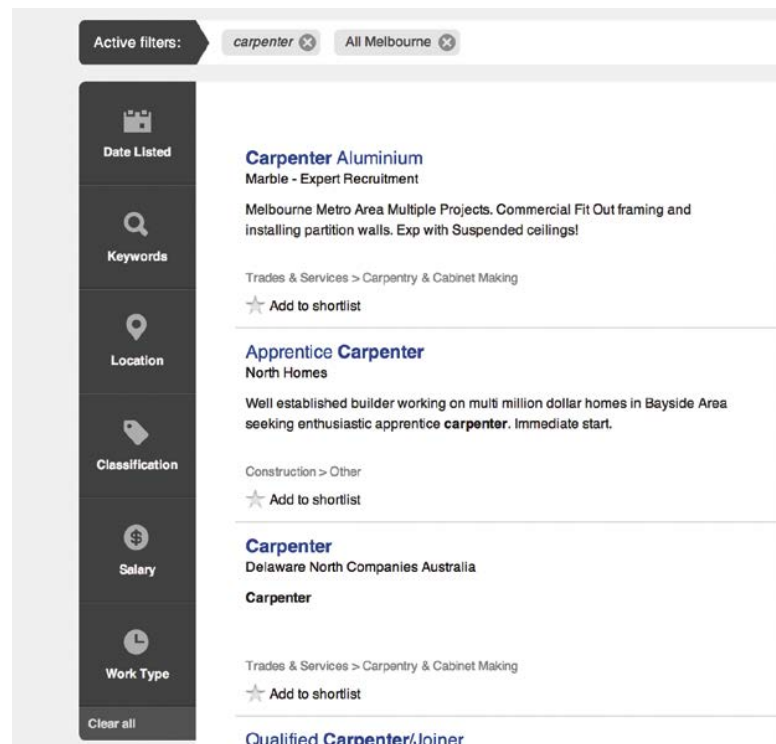
www.seek.com.au

Focus on DAHU

DAHU is one of Europe's leading enterprise search consulting companies. DAHU worked as consultancy partner to help SEEK in the replacement of its legacy search platform and to transfer the required skills to SEEK's search team in order to have a successful CloudView implementation. From high-level search strategy through implementation support and ongoing application optimization, working with some of the world's largest companies through government departments to startups, DAHU helps its clients get more from their investment in search technology.

For more information

www.dahu.co.uk



PARTNERING WITH THE RIGHT EXPERTISE

In an increasingly competitive market, SEEK works closely with the Dassault Systèmes R&D team to propose new features that will make its search application even more valuable. "When we chose EXALEAD, in addition to the technology, we were also looking to establish a reliable, long-term partnership," Norman said. "Thanks to the responsiveness of its support and development organizations, Dassault Systèmes is a perfect partner for us. Moreover, we benefit from the assistance of its local office, located here in Melbourne only a short distance away. And its partner DAHU, whose level of expertise with the search platform and management of the complexities inherent with incorporating this new technology in our existing IT, exceeded our expectations. The project was delivered on-time and on-budget."

SEEK is the number one job website in Australia and New Zealand and has been experiencing exceptional growth since its beginnings in 1997, reaching potentially more than 2.5 billion people worldwide. Recently expanded into Brazil, China, Mexico, and Southeast Asia with plans for further growth, it is changing the way people search for jobs and companies search for candidates through a unique matching experience that is only possible with the best search technology.

“To keep a strong lead on the market and grow our presence and market share, we need to constantly evolve our search strategy to meet our users’ needs,” Norman said. “CloudView is a very open and adaptable platform with all the tools, including the semantic and natural language processing, needed to automate the complex process of providing job seekers with opportunities that best fit their search criteria. It provides us with a way to accurately understand people’s intent when they search for opportunities and displays only the most relevant job postings. EXALEAD efficiently accesses and analyzes all the data spread across our various databases. In fact, since we deployed CloudView the average search time decreased by one-third,” he said. “EXALEAD CloudView’s user-friendliness helps even our non-technical employees, such as product managers and business analysts, to measure our search effectiveness. This makes implementing changes to the engine faster in response to the rapidly-evolving job market. Recruiters are submerged with applications from candidates, who do not always fit their requirements. EXALEAD produces better matches, saving time for both sides by reducing the risk of chasing after the wrong job or the wrong candidate,” concluded Norman.

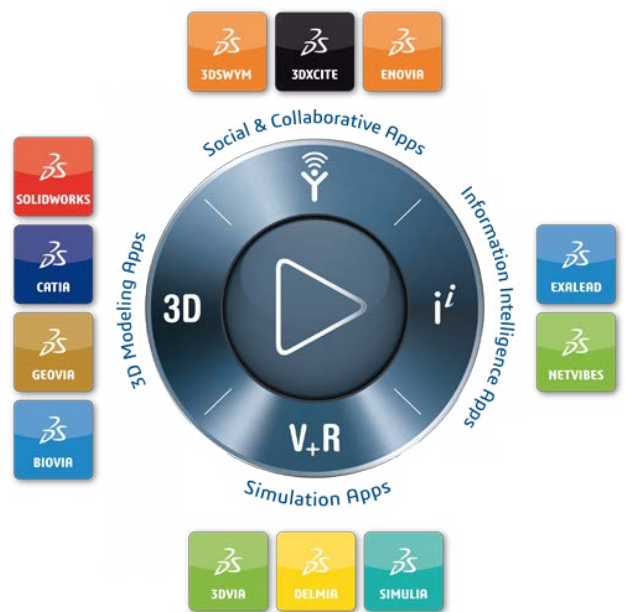


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— Duncan Norman
Senior Product Manager – Search Experiences
SEEK

Our 3DEXPERIENCE platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.



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