

# ACTONOMY

**HOW TO HELP YOUR CANDIDATES  
APPLY FASTER AND BETTER**

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# SMART SEARCHING AND MATCHING WITH ACTONOMY'S xMP TECHNOLOGY

As a recruiter, your ultimate goal is to match the best candidate to the best job. Candidates browse your website using keywords. Thanks to Actonomy's smart technology, you now can find this perfect match. In no time! And once a candidate has decided to actually apply, he can do so more easily than ever before thanks to the automatic CV analysis: yet another flagship technology signed Actonomy. Curious? Read on!

## THE CHALLENGE

Recruiting agencies often have websites used by candidates looking for a new job. They enter keywords for searching. When typing 'forklift driver' they hope to get a job as a forklift driver. Sometimes they are lucky, sometimes they are not. Sometimes they type 'fokrlift driver', or 'forkfildriver.' Unfortunately, most searching algorithms do not like typo's. Or sometimes a candidate enters 'teacher' hoping for a job as instructor. Most systems have trouble in understanding the link between these two keywords.

So obviously, using keywords does not always result in optimal returns. Quite a frustration for the candidate, for the employer and – of course – for you as a recruiter.

Secondly, candidates hate to manually enter all details from their CV. They do have a CV-document, so why should it not be possible to have this CV uploaded instead of having to type all the information themselves? Because once a candidate decides to apply, he wants things to go smoothly, efficiently and – above all – fast.

**IN SHORT:** how can you as a recruitment agency get better searching and matching results, even when the keywords and the CV's are not always top? To put it differently: how can candidates apply faster and better?



## THE ANSWER

### The answer is twofold:

1. By using smart technology to better understand and interpret what candidates are looking for, and
2. By automatically analysing candidates' CV's.

### 1. SMART SEARCHING AND MATCHING

Can technology be smart? Yes, it can, as Actonomy proves. First, by better understanding what exactly a candidate is meaning when using keywords. Think of disambiguating typing errors, understanding synonyms, interpreting semantic contexts.

Actonomy's xMP-software is strong in precisely this: for more than fifteen years, Actonomy's software understands what candidates want. Even more: it is learning on a daily basis. Every year, xMP is investigating more than 99 million searches, reaching a staggering 95 % accuracy. The remaining 5 % is recognized after further analysis.

Actonomy's technology is getting smarter by the day, due to linguistic insights, usage of Artificial Intelligence and context interpretation. Jobs that were formerly unknown (such as 'SEO-specialist') are now fully understood by the xMP-software. The more the technology learns, the smarter it gets. And the smarter, the better the matches between keywords and vacancies.

Actonomy provides monthly updates on the customer's searches. By doing so, you can follow up how the technology is learning for your candidates. Also, Actonomy will update its smart software, for you to stay up-to-date.

### Actonomy's xMP searching & matching software in a nutshell:

- better understanding
- better learning
- better searching
- better matching

The result? Happy candidates, happy employers, happy recruiters. Nice, isn't it?

### WHAT MAKES ACTONOMY'S XMP SEARCHING & MATCHING TECHNOLOGY UNIQUE?

- **flexibility:** No system constraints, the customer is at the steering wheel.
- **transparency:** You can follow how matches are crafted.
- **accuracy:** Based on the biggest HR-database in the world.
- **completeness:** All knowledge is used, thanks to Artificial Intelligence and detailed linguistic insights.

### VIVALDIS: AN EXAMPLE...

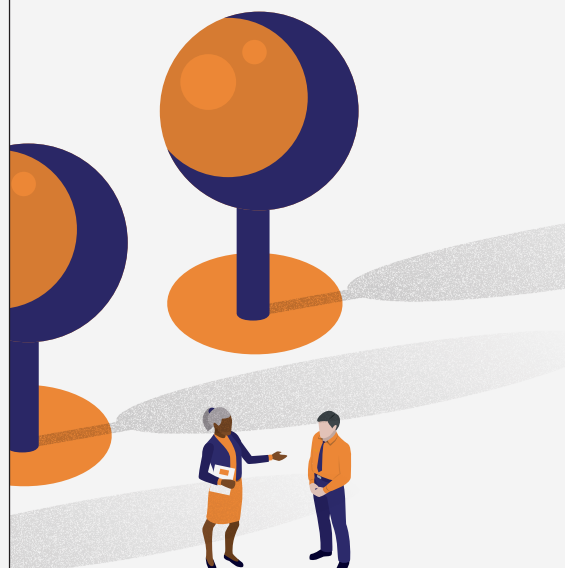
Vivaldis Interim is a Belgian secondment company running some 70 offices all over the country. In the earlier days, Vivaldis was using some technology to link keyword searches to available vacancies. But Vivaldis was not satisfied with the results: typo's were not recognized, and neither were synonyms. Also, there was no semantic context interpretation (think of the relation between forklift and Bobcat...).

That is why Vivaldis Interim turned to Actonomy and implemented its xMP technology. The difference turned out to be striking. Actonomy's smart technology recognizes almost everything. Whereas the old technology only recognized 80 % of the keywords used, it now reaches a staggering 95 %. Needless to say, both Vivaldis and its clients are more than happy with this cooperation.

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Actonomy has developed a competitive advantage that is hard to beat.

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## 2. AUTOMATIC CV ANALYSIS

Smart searching and matching is one thing. But it gets even better when Actonomy helps in analyzing candidates' CV's. It is simple: once a candidate decides to apply, he wants things to move on. No hassle with filling forms asking for information that already is available in his CV. This is where Actonomy's technology pops in handy: it automatically extracts all relevant information, such as training, experience, language knowledge etc. This information is then stored in a database, becoming smarter the more CV's are analyzed. Now if this isn't a keen example of smart machine learning!

CV-analysis makes applying for a job much easier and more affordable. This is a great advantage for both candidates and employers. And for you as a recruiter...

## ACTONOMY: THE MARKET REFERENCE

Why is it Actonomy's technology globally reknown for being the most powerful on the market? Let's be honest: because Actonomy has been refining its keyword database for over fifteen years by now. Every year, some 250 million keywords are logged and analyzed by the system. The result is a database that not only is the largest in the industry, but is also capable of making detailed links between words. That is what we call an ontology. As Actonomy was the first ever to work with these ontologies, it has developed a competitive advantage that is hard to beat.

### WANT TO KNOW MORE?

**Request a demo and get all your doubts be taken away!**

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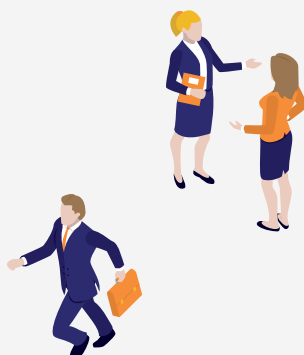
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