IBM Watson® Candidate Assistant

Engaging job seekers through an enhanced experience

The job seeker’s experience can impact your company in a number of ways, from hiring and onboarding, to engagement and advocacy, to even sales and revenue. Future-looking organizations understand the benefits of being talent-centric and offering a superior first impression. Applying AI-powered technology makes this simple and efficient.

90% of recruiters believe the labor market is candidate-driven.

A job that fits a person’s skills and fulfills aspirations exponentially increases the likelihood that they will love their job, excel in their careers, and become highly engaged, productive employees. IBM Watson Candidate Assistant is an award-winning AI-powered talent management solution that helps job seekers explore your organization to find and apply for the job that best fits them. It engages them in conversations about the company, analyzes their deeper career goals, and then recommends positions suited to their skills and interests.

With features like job search-and-match, Watson Candidate Assistant enhances the job seeker’s experience while adding value to your company. It can attract the best talent that fits your company’s culture by generating a positive, progressive brand image. The fun and engaging job search experience creates a great first impression with job seekers. Recommending best-fit jobs builds trust and engagement, helping avoid costly hiring mistakes. Engaging experiential touchpoints are designed to motivate and pave the way for job seekers to become more invested and productive from the start.
Job search transformed with Watson

Watson Candidate Assistant uses Watson application programming interfaces (APIs) to improve the job search experience. The Natural Language Understanding (NLU) API gathers concepts, skills, and keywords from both resumes and job descriptions to provide the best job matches on an individual level. The Conversation API enables job seekers to have a conversation with Watson as if they were talking to a recruiter. Watson asks questions about the their interests, skills, and experience just like a recruiter would. In turn, the job seeker can ask about company culture or specific roles in order to find jobs they are best suited for.

How is AI powering Watson Candidate Assistant?

- **Understands**: The chat interface allows job seekers to ask questions in natural language and delivers responses in the same manner.
- **Reasons**: It provides best-fit jobs based on information shared by the job seeker.
- **Learns**: It continues to improve the chat experience and refine job search results based on every interaction.

Interactive Experience

The engaging and easy-to-use interactive experience enables job seekers to learn as much as they would like about the company and work culture. This self-directed learning can help job seekers get answers and make decisions more quickly, often eliminating the need for recruiters’ screening calls.

HR-trained Chatbot Interface

Watson Candidate Assistant is trained on over 65 HR-related topics to answer frequently asked questions via a natural language query. It understands the job seeker’s intent and provides the right answers per the context of the job search.

Job Recommendations

Watson Candidate Assistant uses special algorithms to analyze an uploaded resume and provide ranking of recommended jobs relevant to the job seeker based on that analysis. This could even surface results that the job seeker might have missed or hadn’t realized could be relevant to their skills. By minimizing time spent on generic keyword searches and increasing understanding of the job listings, the job seeker is empowered to learn about and apply proactively for roles that they are best suited for.
Talent Management Benefits

**Benefit to job seekers:** People searching for jobs aren’t always aware of all the different roles they might be a good fit for based on their skills and experience. Finding jobs that are the best fit for them increases the likelihood of their being engaged and excelling at their careers.

**Benefit to employers:** By building trust and confidence in the job seeker’s first interaction with your company, and recommending roles that will fit them best, costly hiring mistakes are avoided and new hires turn into valued employees who will contribute to the success of the organization.

**Benefit to recruiters:** Reducing the number of applicants that need screening and enhancing the quality of the job match means that recruiters can focus their efforts on actions that drive the business.

To learn more about IBM Watson Candidate Assistant, and other Watson Talent solutions, visit [ibm.com/talent-management](http://ibm.com/talent-management) or contact your IBM representative.

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2. MRINetwork Recruiter Sentiment Study with insights from employers and candidates, June 2017

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