



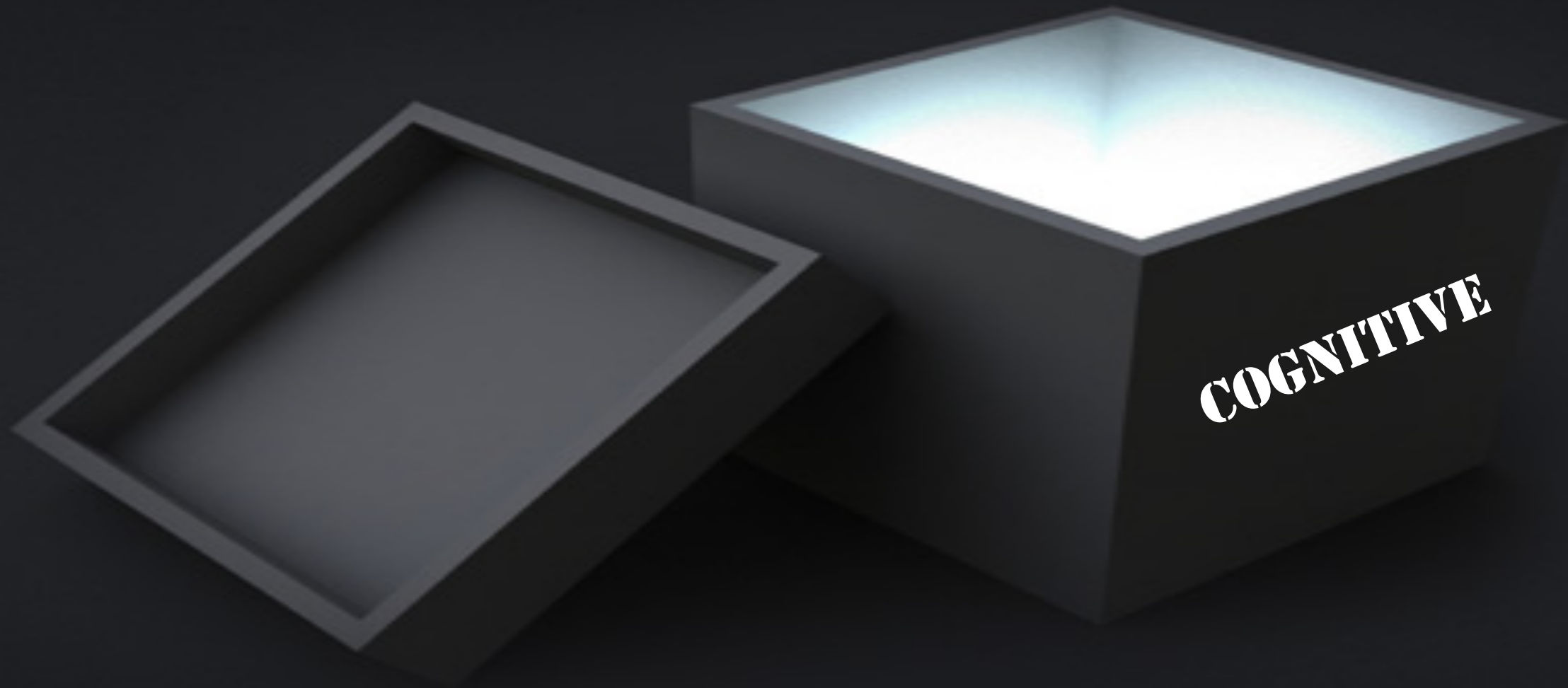
IBM HR Summit

Be a part of the HR revolution.

BOSTON, MA | SEPTEMBER 6-8, 2016

Cognitive for Talent Acquisition

Yates Baker



CASE STUDY

ACME
CORPORATION



Meet Mary

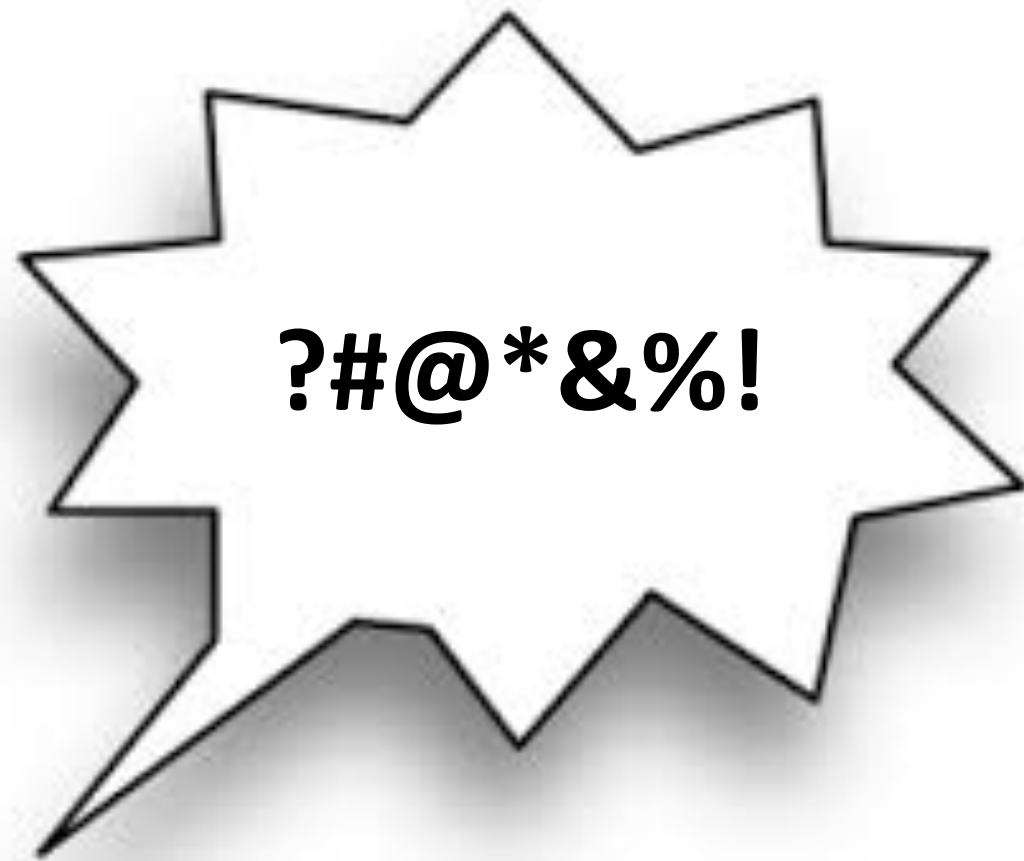
Senior Recruiter
Enormous workload
Married with 2 kids

Performance Metrics

- Time to Fill
- Quality of Hire
- Interview to Offer
- Offer to Hire

Social Sphere

- LinkedIn
- Glassdoor
- Ladders
- Indeed
- Facebook
- Twitter



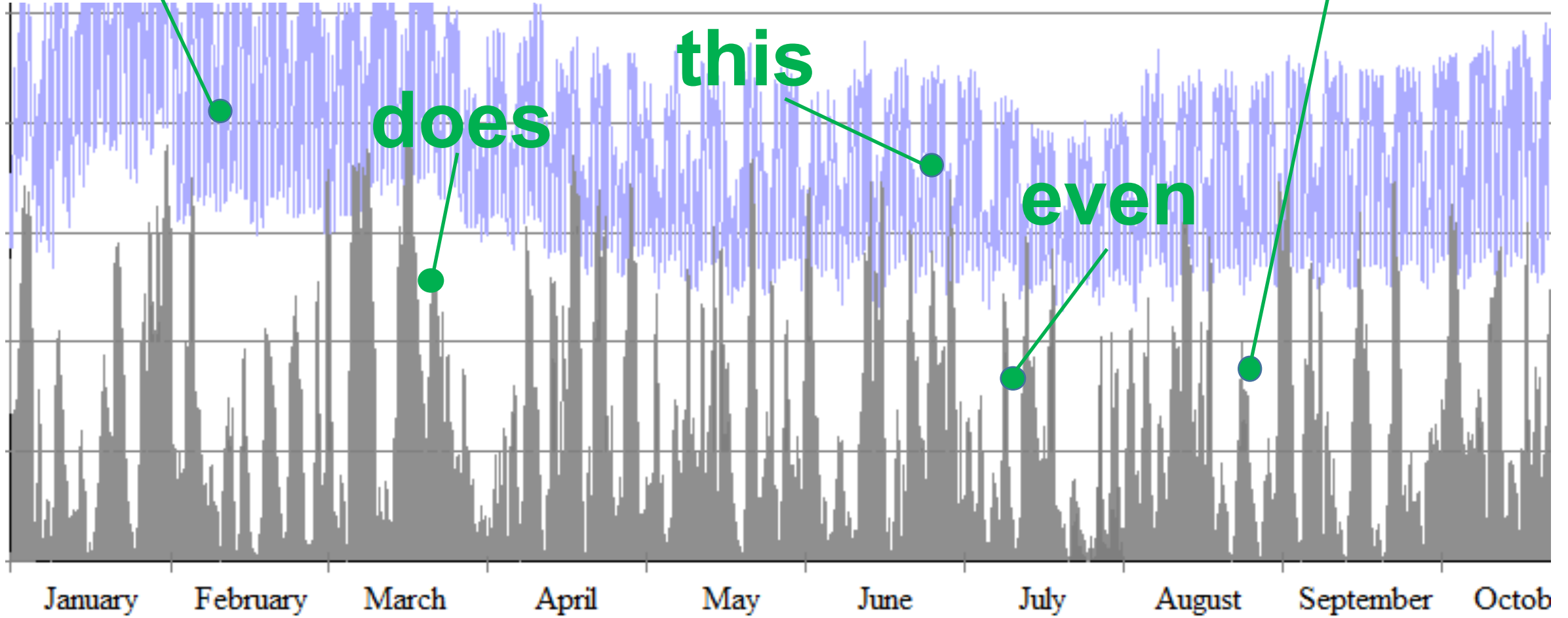
What

mean?

this

does

even





IBM HR Summit

#PowerUpHR

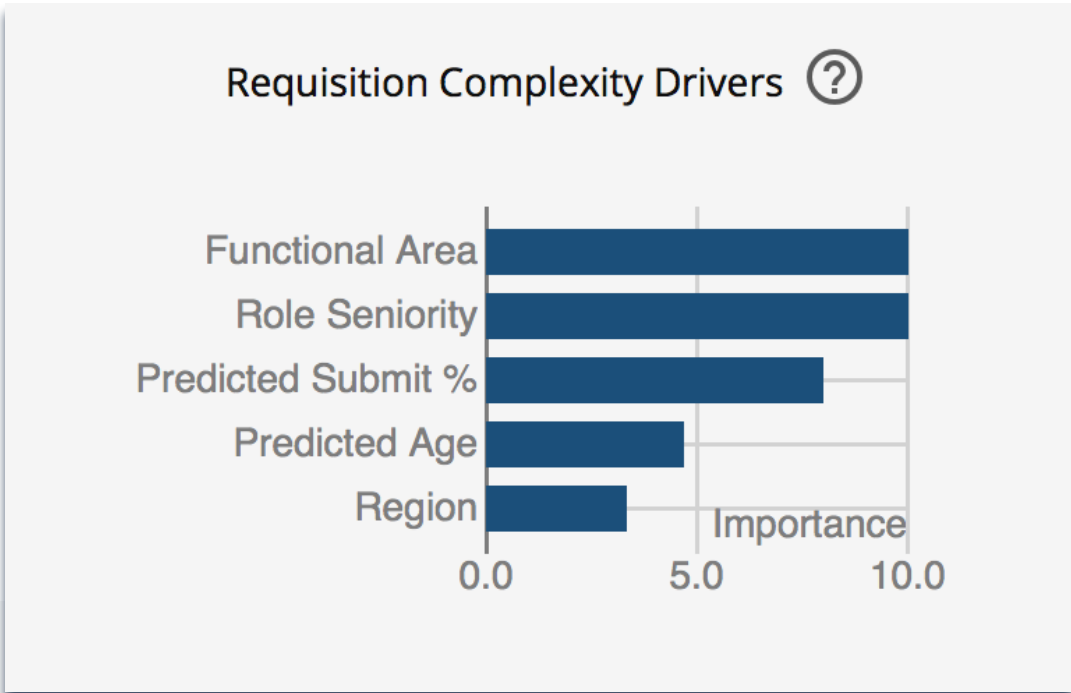




Chaos

Cognitive

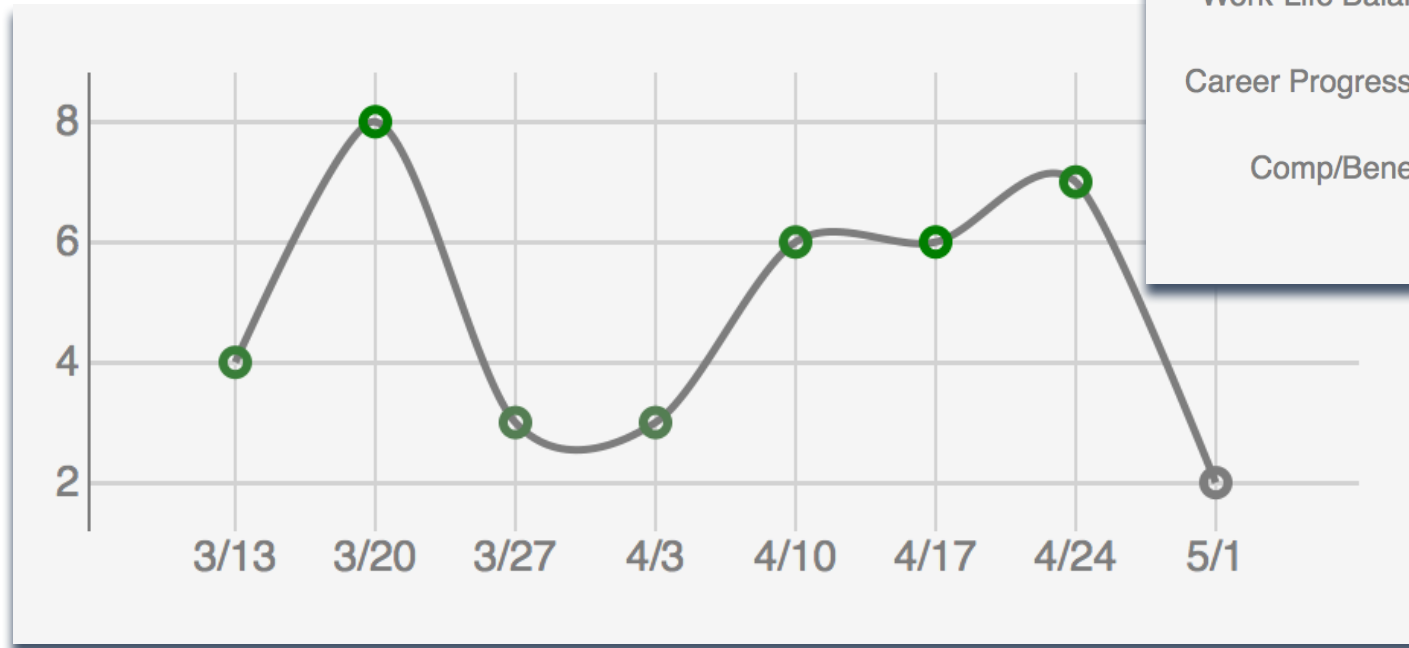
Machine learning turns historical data into action.



MEDIUM PRIORITY ?

pare-10052176	Senior Associate, Clinical Trial Regulatory Services - Assigned M...	Qualified		
pare-10052242	Consultant (PAREXEL Consulting, IPD) - Assigned May 13th 2016...	Qualified		
pare-10051933	Senior Biostatistician - Assigned May 12th 2016 (3 Apps, 1 Sub...	Qualified		
pare-10052123	Senior Consultant - Assigned May 9th 2016 (5 Apps, 0 Submits)	Aging		


Sentiment analysis and social listening turn chaos to order.



Find candidates that will fit, stay and thrive.

Avature

Resume



Rajeev Sawhney

Location: Unknown

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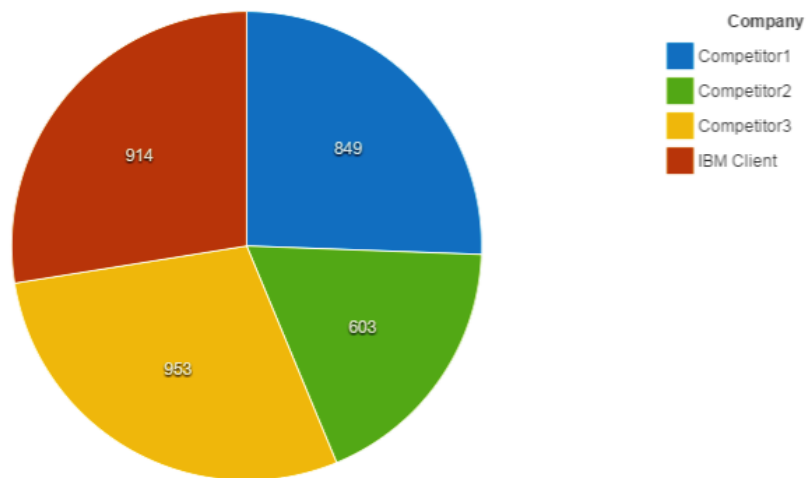
Call prospect

Email prospect

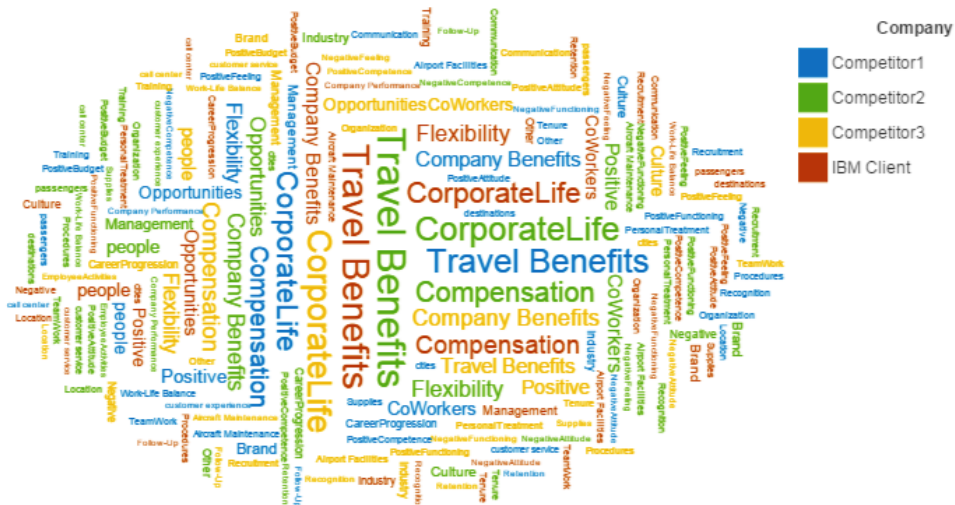
Leave a note

Name	Stage	Applied	Submit	Qualified	Hired	Inactive	Fit Score ?
Gustavo Dos Santos	Applied	Jun 13th 2016	N/A	N/A	N/A	N/A	
Karen Smith	Applied	Jun 10th 2016	N/A	N/A	N/A	N/A	
Rajiv Singhal	Applied	Jun 10th 2016	N/A	N/A	N/A	N/A	

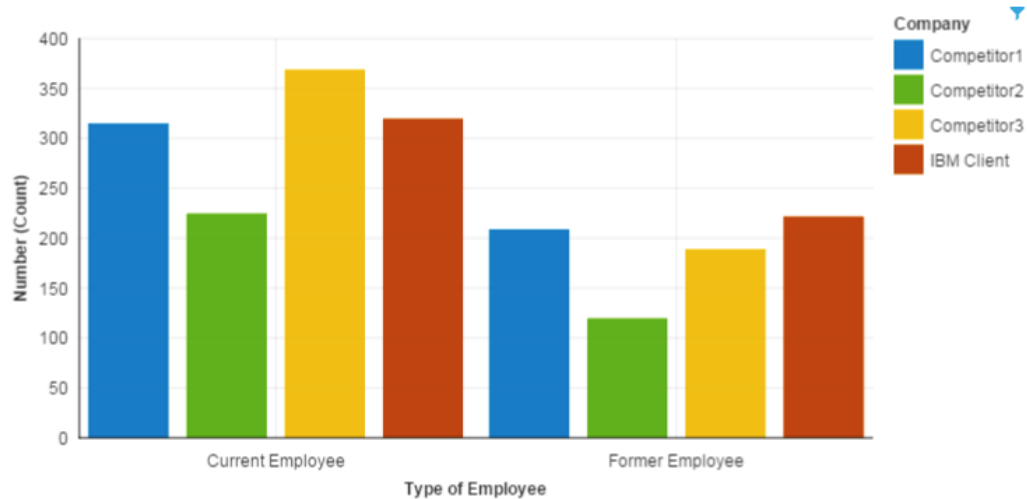
Number of Glassdoor Comments by Company



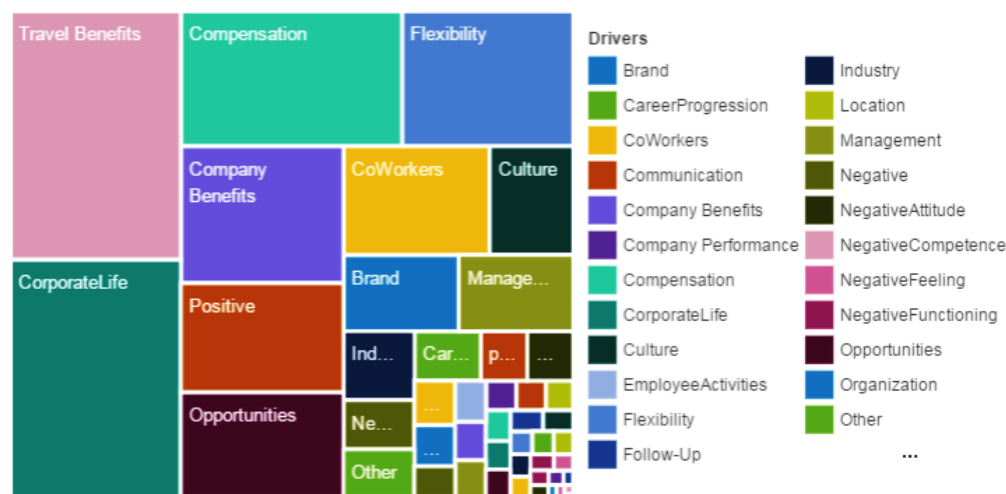
Word Cloud with Drivers of Positive Sentiments



Opinion Frequency by Type of Employees



Drivers of Employee Sentiments for IBM Client





**Hiring
manager**



Candidate