



Hays Increases Web Traffic and Conversion Rates with Semantics-Driven Online Content for Job Seekers

Hays plc is a global recruitment group with 257 offices in 30 countries worldwide. It is the market leader in the United Kingdom and Australia, and one of the leaders in Continental Europe. Hays works with clients and candidates in 17 industry sectors to fill 50,000 permanent jobs and 180,000 temporary jobs each year. The company cites its deep specialisation in individual vertical sectors as the source of its competitive advantage.

Challenges:

- Convert more Web site visitors into active job applicants by providing them with useful, relevant, and personalised information throughout their visits
- Increase application volume by suggesting other relevant jobs and events - such as recruitment fairs and open days - to candidates browsing job information on the Hays Web site
- Improve rates of return to the Web site by ensuring that visitors see fresh, new, and relevant information on each visit
- Provide the ability to upload new job vacancy details quickly, so temporary positions can be filled the same day
- Maintain and extend competitive advantage by providing a better, more useful Web experience to job seekers than competing recruitment firms and job boards

Maintain and extend competitive advantage by providing a better, more useful Web experience



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Solutions:

- Improved service to job seekers by enabling them to search for jobs within specific location parameters, due to Oracle Spatial's support for location data and its integration with Google Maps
- Ensured that relevant information is always delivered to Web site visitors, thanks to a smart ontology developed using Oracle Partner infoMENTUM's iCE, which is based on Oracle semantic technologies
- Delivered smarter, more relevant responses to visitors' search queries by using semantic relationships to drive search results
- Enabled personalised navigation through the Hays Web site, based on visitors' profiles, searches, and on-site behavior
- Delivered a richer experience to Web site visitors by using semantic relationships to display relevant job vacancies, events information, and useful content on every page visited
- Improved candidate placement rates by enabling posting vacancies in just minutes, since no manual tagging is required

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A word from Hays

"Oracle is the only commercially available database with native support for the spatial and semantic data that enables our Web site to serve up useful, relevant, and personalized information on every page." – Mark Newson, *Head of Online*, Hays



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