AI based HR Sourcing App based ecosystem

CASE STUDY
Artificial Intelligence Based Recruiting Platform

CLIENT: AAITRA

Founded by HR professionals who believe in harnessing possibilities of digital technology. Aaitra is a mobile & web based Artificial Intelligence App for professionals. Aaitra has continues to transform their strategy by adding more initiatives – all managed and tracked by us – throughout the past 2 years to truly create a recruitment marketing discipline within the organization.
Client’s **Challenges**

**Integration** – Need for One platform, one vendor.
- “How do we manage all our needs for recruitment marketing in one place while embracing new trends and without needing more bandwidth to manage vendors?”

**Visibility** – Agnostic source of truth for data and transparency.
- “How do we get a complete view into what efforts and sources attract qualified candidates in real-time without having to piece together different data sets?”

**Insight** – Real-time data that helps identify the best talent.
- “How can we use comprehensive data to become more proactive, predictive, and optimized?”
- Find best jobs for candidate
Our **Solutions**

Our approach was inspired from clients traditional Hr process, hence it was purely based on logic and experience of an HR professional that we designed Aaitra.

We analysed thousands of candidates to come up with certain data metrics to train the Machine Learning model.

Thus we were able to finally conceptualise the following.

- **Web Portal**
  - # Employer
  - # Admin
  - # Dashboard

- **Mobile App**
  - # Candidate
Web Portal Employees

#Employer’s Portal Web App Development

AI/ML Recommendation system
Our AI/ML algorithms provide the hiring preferences & patterns to suggest the best fit candidates.

#Verified Candidates filters the fakes out

#Skill modules for best fit candidates

Hybrid Recommendation system:
Our algorithm was based on 3 types of data insights.

#Popularity

#Personalised

#Non-Personalised
Web Portal for Admin

Admin Portal
Web App Development

- Admin web portal has the ability to create, edit and delete the job-types and job roles.
- Admin can view the employers and employees.
Mobile Development for Candidate

# For Candidate

- Leveraging AI/ML techniques to suggest the best jobs to candidates.

- Candidates can see the recommended jobs and can discover, match, apply, and follow-up on them.
Business Benefits

- Increase applicant reach
- Improve the candidate experience
- Higher productivity by elimination manual operations
- Improved recruitment performance with automated workflows
- Relevant candidates and recruiters
About Mantra Labs

- Domain Focused Products and Solutions for the Digital Insurer
- Real World Problem Solving using Artificial Intelligence and Customer Experience Consulting

100+ Projects
150+ Geeks
03 Offices

Key Partnerships

- NVIDIA
- IBM Watson
- Amazon Web Services
- MongoDB

WWW.MANTRALABS.TECH
Thank You!

+91 974-049-5689

hello@mantralabsglobal.com

www.mantralabsglobal.com

Bangalore | Delaware