

# CASE STUDY

PROBLEMS WE SOLVED

**CLIENT**

**AAITRA**

<http://www.aaitra.com>



# 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.

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# CLIENT 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.

WebPortal

Admin

Mobile App

**#Employer**

**#Dashboard**

**#Candidate**

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# Web Portal for Employers

## #Employer's Portal Web App Development

### AI/ML Recommendation system

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

### #Verified Candidates

Filters the fakes out

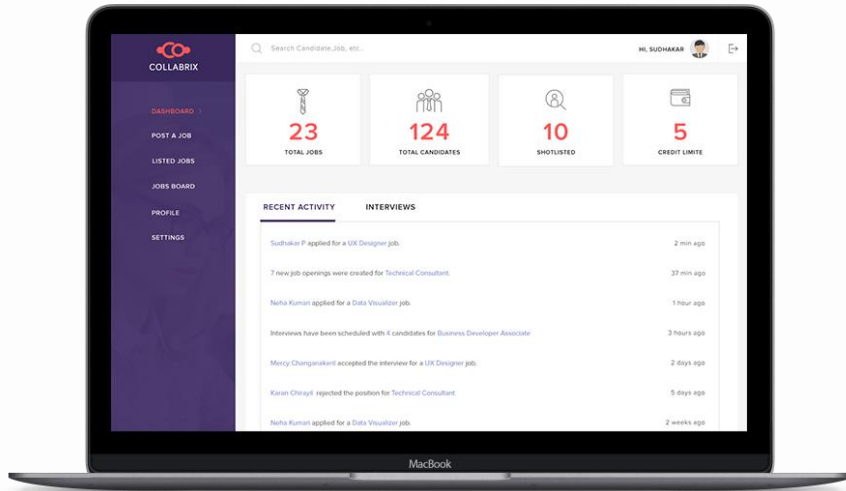
#Skill modules for best fit candidates

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

#Popularity

#Personalised

#Non-Personalised



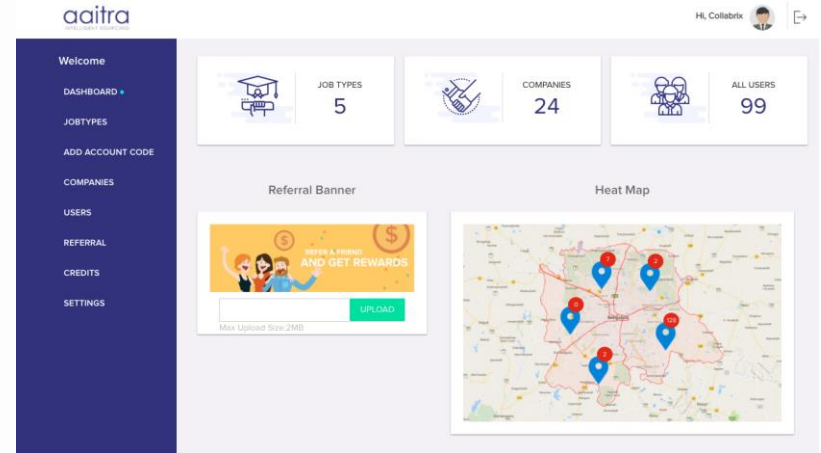
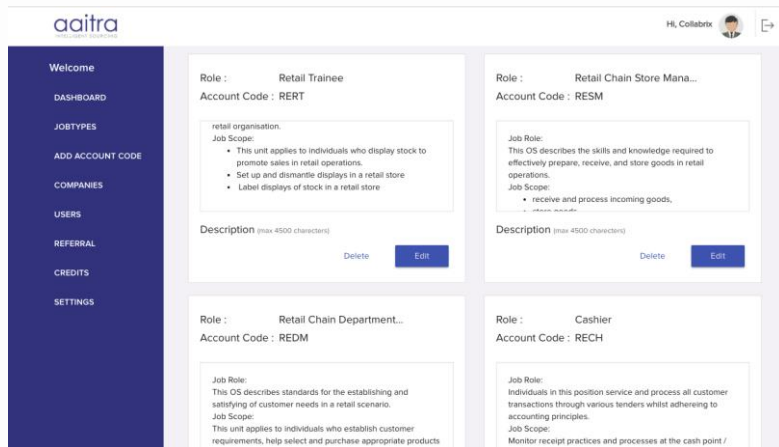
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# Web Portal for Admin

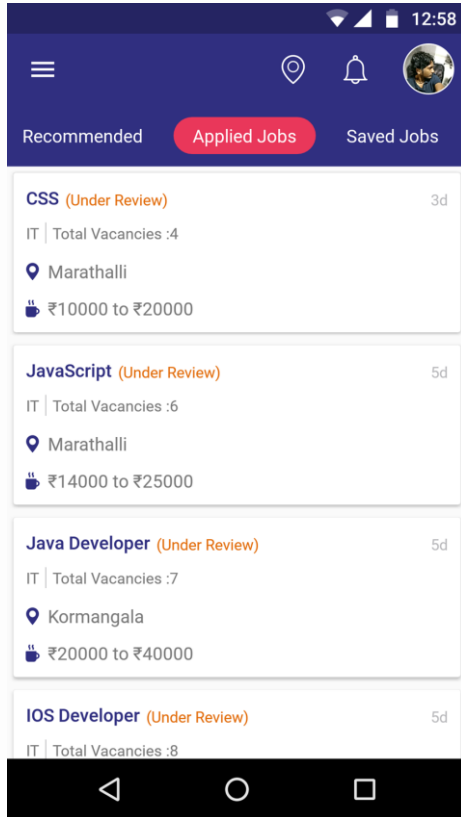
## #Admin Portal

### 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 App Development for candidate



#For Candidate

Leveraging AI/ML techniques to suggest best jobs to candidate. Candidates can see the recommended jobs and can discover, match, apply and follow-up on them.

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# 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



THANK YOU



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