

JobCloud harnesses the power of AI for personalised user journeys using Tealium

Challenge

With over twenty years' experience, JobCloud is the leading digital company for the Swiss job market, best known for the job portals jobs.ch and jobup.ch that connect thousands of candidates with the right job every day.

The hiring process can be a maze for jobseekers and employers, who often don't know where to look for a relevant candidate or role. On a mission to transform how users experience and understand its services, JobCloud set out to rethink how it collects, manages and activates first-party data. The aim: to encourage jobseekers to submit more applications, and recruiters to post more listings, by bringing them tailored and personalised experiences.

To achieve a sophisticated level of personalisation on its B2B and B2C platforms, JobCloud needed cleaner, more comparable and interpretable data for client- and server-side tracking. Right away, it decided that a CDP was the right tool for the job.

With the help of a consultancy firm, JobCloud evaluated a range of CDPs, to find the best platform for building a 360-degree view of its users.

Eventually, Tealium was selected to take on this task. JobCloud based its decision on the user-stitching functionality and audience creation tools provided by AudienceStream. Alongside this, JobCloud appreciated the data governance tools on the platform that builds solid consent and privacy handling policies into the first-party data strategy.



Results

JobCloud used the enhanced data management and tagging tools available on Tealium AudienceStream to bring two AI projects to life - one for its B2B platform and another for its B2C services.



For recruiters, JobCloud created relevant, AI-powered job descriptions on the B2B system. This is a particular challenge for SMEs that may not have the HR or time resources to do this on-demand. This ensures that businesses look in the right place for candidates, and improve job offer rates.



Meanwhile, for jobseekers trying to land their dream role, JobCloud built an AI tool to support drafting cover letters and tailoring applications to specific job descriptions. This helps candidates make more applications to suitable roles and get further in the interview process.



Aneliya Filatova, Product Manager, JobCloud

"With impending market shifts and evolving legislation, we brought Tealium in as a partner at a time when we felt we needed to ensure that our stack was flexible and quick enough to react to these incoming changes. We can now say with certainty that choosing a partner that excels in both server-side and client-side tracking was crucial for us to continue transforming the user experience on our platform, catering precisely to the needs of jobseekers and employers to deliver a personalised user experience."



JobCloud harnesses the power of AI for personalised user journeys through Tealium

Solution

Deploying Tealium CDP made documenting user consent, privacy and security much easier for JobCloud in an evolving regulatory landscape. Through AudienceStream, it was able to restrict data sharing to different third parties, based on each user's individual preferences.

Building on this foundation of consent, privacy and security, JobCloud was able to collect and manage data in one place, interpreting it more effectively across its B2B and B2C platforms.

JobCloud can now apply data to identify the jobseeker's steps throughout the application process – from the first search to the point of organizing already sent applications. Effective and standardised tracking of user behaviour across multiple partner sites allows JobCloud to locate jobseekers with audience definition and engage them with supportive messages via third-party tool integration.

For instance, when a candidate starts their job search and finds relevant positions, a chatbot is employed to share tailored content to help them prepare the right application documents. Or, when it may be time for an interview, personalised advice is shared on how best to prepare.

B2B users are also reaping the rewards. Through AudienceStream, JobCloud can segment applicants into audiences, providing visibility on where candidates are in their application, where they might need support, and anticipating issues they might run into during the process.

JobCloud also created a private and secure AI algorithm that enables businesses to generate job descriptions with a little information as a job title. This helps avoid situations where the hiring is postponed due to a lack of time or skill needed in writing the job description, which may in turn decrease the purchasing activity for B2B clients. Through Tealium, JobCloud is able to create a precise tracking of the user flow, monitor the usage and success rates of the AI function, the monetary impact of the new technology, as well as identifying and eliminating usability issues.



David Stöckli, Web Analyst, JobCloud

"Having one centralised endpoint for all our events was very important to standardise the events and data over all the platforms and solutions we use. Also, having the audience definition and creation centralised in AudienceStream allowed us to avoid any inconsistencies.

We're now able to see exactly in which funnel stage a candidate currently is, how long they stayed there, and if they were stuck in the process and can convey this information to all our third-party solutions. In the long run, we hope to get a better user experience and eventually better conversion rates in every stage of our funnel."