

Aijob Deploys Eightfold® to Help Norway Reduce Unemployment

 eightfold.ai
CASE STUDY

Helping Norwegians get back to work

Norway is trying to reduce the expense of its welfare system, which costs the country billions of kroner annually in benefits for over 100,000 citizens, and to improve the efficiency of returning people to work.

Many job seekers, particularly the long-term unemployed, have trouble matching their skills to the changing needs of a dynamic job market. These willing workers don't know how to bridge the gap between their skills and the requirements of a modern workplace. Traditional resume processing is slow and poor at matching these individuals to appropriate jobs, discouraging unemployed individuals from even seeking new work.

One Platform Emerges from a World of Options

After evaluating hundreds of tools and exploring the option to develop its own software, aijob selected the Eightfold Talent Intelligence Platform to match the right person to the right opportunity, identify skills gaps and training requirements, and assess each individual's potential to succeed in a given job.

During evaluation, aijob quickly realized that Eightfold offered the game-changing innovation needed to analyze job seekers and job requirements in a new way. The Talent Intelligence Platform would surface more potential matches between available workers and jobs, and would provide the insights and strategies needed to transition jobless citizens back into the workforce.

Ease of use was a major consideration for selecting Eightfold. Aijob has found that the platform is very intuitive for job-placement agency counselors, workers, and hiring managers. Mobile access and user interface localization further enhance the user experience.



With Eightfold, we now have a platform that can scale our ability to provide more meaningful work—part-time or full-time—for our people.

Tore Haukanes
CEO, aijob



About aijob

Aijob is a private company co-funded by Innovation Norway, the country's most important instrument for development of Norwegian enterprises and industry. Aijob's mission is to help the Norwegian Labor and Welfare Administration, along with the 200 counseling agencies it funds, to place unemployed citizens into private- and public-sector jobs.

aijob
POWERED BY
EIGHTFOLD

Personalized Job Matching and Skills Coaching

Aijob manages worker profiles in a central Eightfold-powered database, which is accessible by counseling agencies, government employers, and businesses in the private sector. Workers create their profiles, including formal work experience as well as interests, hobbies and volunteer experience that may be relevant to job opportunities.

Searching the aijob talent pool is not limited by keywords and Boolean searches. These legacy methods can overlook qualified candidates due to their reliance on exact text strings. Eightfold's deep learning AI technology matches candidate qualifications to job requirements and assesses how likely a candidate is to succeed in a job role, letting hiring managers find the right workers intuitively, accurately, and comprehensively.

Workers can also match themselves to the jobs that best fit their ability to succeed. For every job, the job seeker sees an explanation of why the job matches their background, and what additional skills are needed to become a match to the job requirements. Identification of the skills gap helps job seekers better understand what educational and vocational skills they should obtain to pursue a given position.

"The Eightfold Talent Intelligence Platform differs from other solutions in the market with its powerful artificial intelligence technology to match job seekers with job profiles and to identify what candidates need to do to become a better match for jobs they are interested in," said Tore Haukanes, CEO of aijob. "As the Talent Intelligence Platform for aijob, Eightfold provides personalized job matches and skills development advice for each person. With Eightfold, we now have a platform that can scale our ability to provide more meaningful work—part-time or full-time—for our people."

Empowering Counselors

Aijob is helping Norway's job counseling agencies implement a high-touch approach to addressing unemployment. These 200 agencies use counselors, who are similar to recruiters, to guide unemployed workers off benefits and into the workforce. Each counselor is assigned to mentor a small number of job seekers and proactively encourage and monitor their progress.

Prior to using Eightfold, counselors had to search for possible job opportunities manually. They had little insight into the potential of each person beyond what they could learn from a conversation—and the time for conversation and encouragement was limited by the need for constant searching.

Eightfold provides a workflow for counselors to quickly and efficiently conduct personalized outreach to workers who are a good fit for roles. Counselors can also see how workers can gain skills to become qualified for additional jobs, so they can offer specific advice. Eightfold also offers analytics on how each candidate is moving through the search process.

The time savings and insights of the Talent Intelligence Platform empower counselors to do their own jobs more effectively, creating a motivating experience for both counselors and workers.

Eightfold delivers the Talent Intelligence Platform, the most effective way for companies to identify promising candidates, reach diversity hiring goals, retain top performers, and engage talent. Eightfold's patented artificial intelligence-based platform empowers enterprises to turn talent management into a competitive advantage, and empowers service organizations to guide people to what's next for them in their careers. Built by top engineers out of Facebook, Google and other leading technology companies, Eightfold is based in Mountain View, California.