TAIGER

SUCCESS STORY
XING

**BOOSTING A CAREER-FOCUSED
SOCIAL NETWORK WITH ADVANCED
SEARCH FUNCTIONALITIES**

XING ˣ

INDUSTRY BACKGROUND

XING is a social network for business professionals. More than 13 million members worldwide –over 6.5 million of whom are based in German-speaking countries– use XING to boost their businesses, careers, or find a new job. According to a Forsa survey carried out among 201 HR decision makers in Germany in September 2012, 42% of all recruiters in Germany, Austria and Switzerland find the best candidates on XING.

Through this career-focused social network, professionals from all kinds of different industries can make connections and find colleagues, new assignments, partners and experts, and generate business ideas. Members can exchange point of views in over 50,000 specialized groups and, at the same time, gather at networking events. The platform is operated by XING AG—founded in Hamburg, Germany, in 2003—and it has been publicly listed since 2006 and listed on the TecDAX since September 2011.

THE NEED

XING's impressive evolution and growth had in some ways hindered its ability to match profiles and job offers. There were increasing numbers of professional categories, extremely specialized profiles hard to classify, job descriptions demanding new skills not previously considered… XING was losing efficiency with respect to its main competitors, and this situation was unacceptable in a scenario in which the traditional face-to-face recruiting processes were giving ground to more dynamic and flexible online processes. XING databases were full of precious but unstructured content, and this lack of order was preventing the professional social network from providing its current and potential customers with the best service and user experience.

XING decided that the state-of-the-art Natural Language Processing capabilities offered by Taiger would be ideal for fulfilling the needs and challenges it was facing, and Taiger willingly accepted this project, in which business intelligence was applied to unstructured content.

XING's interest was twofold: on the one hand, it wanted to incorporate automated textual annotations from the job descriptions on its platform, and on the other it was keen to exploit the existence of synonyms in multi-lingual annotations. XING was convinced that its efficiency level would increase upon implementing these improvements and that a natural consequence would be an increase in its turnover figures as well.

ORGANIZATION
XING
www.xing.com

CUSTOMER BASE
13M users

COUNTRY/REGION
Worlwide

INDUSTRY
- Business Contact
- Social Network

LANGUAGE
- English
- German

BUSINESS NEED
Job definition structuring

THE SOLUTION

After a deep and thorough-going analysis of the requirements and the difficulties faced by XING, Taiger made a proposal that covered the following issues: first, generating an ontology –i.e. an information map; second, structuring XING data; and third, providing the career-focused social network with the ability to produce reports from the millions of data contained in its databases.

The information map would need to support the English and German languages and include, among others, the following categories: firms, job positions, skills, industries, sectors, educational institutions and degrees. With regard to structuring free content, certain categories were clearly defined. They included educational institutions, degrees, subjects, and areas. In this way, XING could improve its efficiency and speed, being more agile and flexible in response to job hunters' and companies' demands.

THE BENEFITS

After developing an ontology of 37,052 instances and the subsequent content structuring, a series of improvements was achieved by XING. The most relevant among them was the dramatic improvement in the matching process between job hunter profiles and the positions offered.

Once XING data were fine tuned and smart services were set up, job hunters also increased their job search speed, achieving higher precision through an offer guide system.

As a natural result of these developments the number of the social network's users –both job seekers and firms– went up, meaning higher turnover, an enhanced customer portfolio, and a more solid position with regard to XING's competitors.

Last but not least, the most meaningful intangible improvement was XING's ability to make its users feel their particular needs and requirements were satisfied through a system that identified and respected their singularities

TAIGER SOLUTION
iMatch

FUNCTIONALITY
- Contextual indexing & search
- Faceted search
- Cross-language search
- Instant search
- Named Entity
- Recognition

TECHNICAL INFORMATION
Platform
- Linux
- Amazon Elastic Compute Cloud (Amazon EC2)

Type of Content
- Internal, external, and user-generated content
- Content in English and German
- Textual content