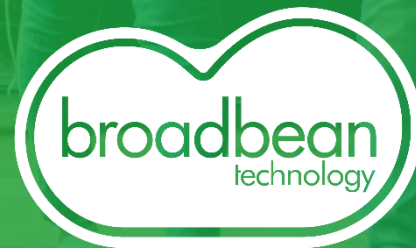


# Applicant Ranking Standalone



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# About Applicant Ranking

Candidate Ranking is a new feature that enhances our application management product by leveraging AI/ML technologies. It is intended to optimise recruiter's effort and time while screening responses with the help of an algorithm that scores the applications against their adverts. It allows Recruitment Consultants to reach out to best matched candidates more efficiently, allowing time for other revenue generating activities.

The screenshot shows the 'Responses' interface. At the top, there are search filters for 'Adverts' (50590443/001 - Automation QA Tester), 'Keywords?', and 'Where?' (30 miles). A 'Search' button is present. Below the filters, there is a 'Ranking Score' dropdown menu. The main area displays '121 Responses' with a list of candidate entries. Each entry includes a profile picture, name, and timestamp. A 'Breakdown' popup is visible over one of the entries, showing a list of skills and keywords with green checkmarks for matches and red X marks for mismatches.

The screenshot shows a candidate's profile page. The 'Breakdown' popup is expanded, displaying a list of skills and keywords. The skills are: Recent Positions: [QA Tester], Location: GB Birmingham, Skill: Java, Skill: TestNG, Skill: Hibernate, Skill: Selenium, Skill: automation, Keyword: Automation, Skill: Web API, Skill: Cross browser, Cross Browsers, Skill: JavaScript, and Skill: Archimate. The skills and keywords are marked with green checkmarks, while the skills 'Web API', 'Cross browser, Cross Browsers', 'JavaScript', and 'Archimate' are marked with red X marks.

# Applicant Ranking – How it works

- Using our unique **algorithms**, extensive **dictionaries** and **glossary** we will run a sophisticated matching solution behind the scenes - from a user point of view it will produce a easy to read function, highlighting the best possible CV matches based on your advert quality (better the advert, better the match) and also the Candidate CV quality.
- Advertising is a powerful tool, and when you write a good quality role with solid detail and is well structured – better candidate matches will happen.

(See **Slide 11** for advertising tips)

- However, it is important to note that this is not reflective of the candidate’s overall suitability but how the candidate matches against the advert they applied for.
- Once activated on your account, Candidate Ranking will work with **live** adverts and applications – it will not work with any adverts that are fully expired or deleted
- **CVS:** Candidate CVs if written or formatted badly they will not rank very well for example:

if there is no location displayed on the CV – it will affect ranking. This is not a Broadbean issue – just bad formatting!

- **What changes you’ll notice?**

You will see a Match strength indicator & sorting option in your **responses area** and also within the **CV preview**

Visual indicator to show match strength



The success of this tool rests purely with advertising quality of the user and also the CV quality of the candidate. Over a period of time, you will notice a marked improvement on your organisation **advertising quality**. Not only will these great adverts attract better matches but you’ll get **better value** of your advertising spend.

You will also notice a reduced amount of time resourcing or vetting applications; this **free time** will allow your recruiters to move on to other tasks.

# Signal Strength Relevance

The screenshot shows a recruitment software interface with a search bar, filters, and a list of responses. A dropdown menu is open over the 'Ranking Score' column, showing options for 'Application Date' and 'Ranking Score'. A red box highlights a match strength icon (a bar chart with 4 bars) next to a response. Another red box highlights a match strength icon (a bar chart with 1 bar) next to another response. The interface includes a search bar, filters, and a list of responses with match strength indicators.

Visual indicator to show match strength



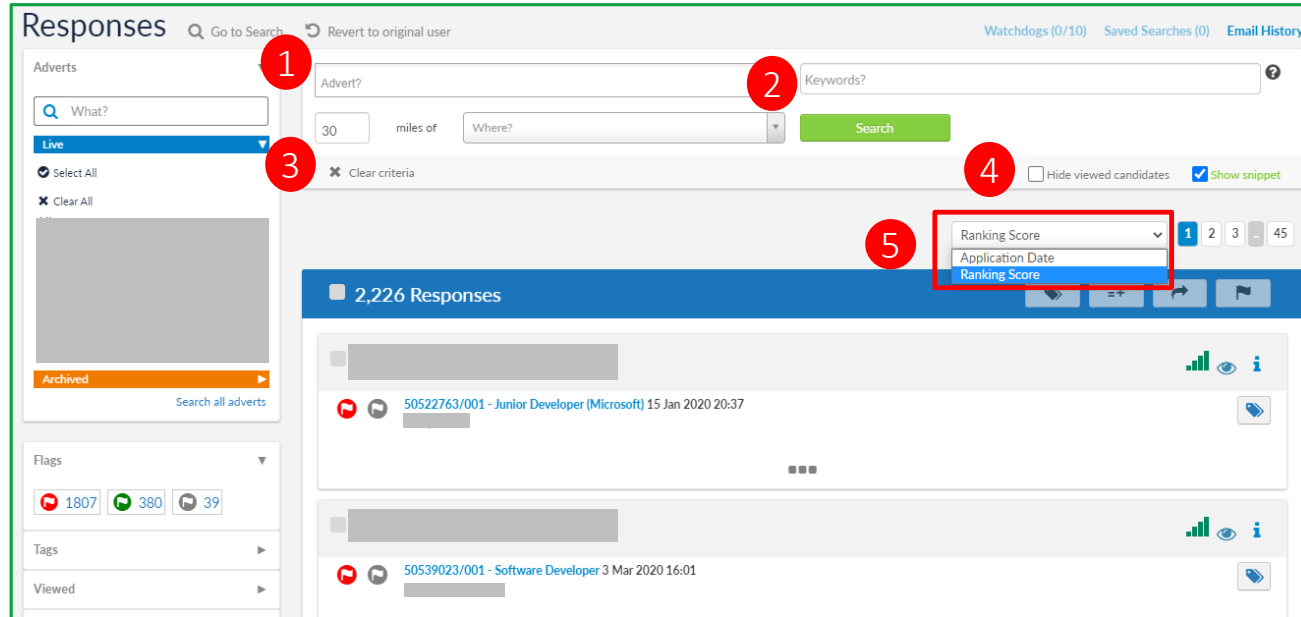
Breakdown

- ✓ Recent Positions: [Financial Analyst]
- ✓ Skill: Excel
- ✓ Keyword: management reporting, management report
- ✓ Keyword: budgeting
- ✓ Keyword: forecasting
- ✓ Keyword: forecasting process
- ✓ Keyword: financial reporting
- ✗ Keyword: financial analysis
- ✗ Keyword: annual budgeting
- ✗ Keyword: Financial Systems
- ✗ Keyword: external audit process

4 levels of visual reference in the form of match strength

- 4 bars Dark Green – 3 bars Light Green – 2 bars Amber – 1 bar Red [‘Best matched’ to ‘Least matched’ in that order]
- Clicking on the match strength icon reveals the criteria breakdown – what are the matches between candidate’s CV and advert.

# Applicant Ranking - Sorting



Please note **Section 2, 3 and 4** will not affect the ranking scores if used as part of your criteria.

The **Ranking Score** will purely work with the advert content and match to candidate CV content – nothing else will influence this.

- 1 This area indicates the advert you are viewing the applications for. You can remove the selected advert by clicking the **x** beside it. Alternatively, you can search across multiple adverts by selecting adverts from the section on the top left section (see **slide 8**)
- 2 This area is **keyword search** across the responses in reply to this job. Please enter your keywords in *Boolean*. If you are not familiar with Boolean, click on the question mark button.
- 3 This area searches applications by *radius* and *location* based on the address in the CV (if supplied by the candidate) You can also clear your criteria here.
- 4 This area allows you to *hide viewed* candidates and also gives the option to *show snippets* of application information (checkbox on to select).
- 5 This area will allow you to select the application display of *Application Date* or *Ranking Score*.
- 5 The default will be *Application Date* so remember to change to *Ranking Score* for viewing the match indicators.

# Applicant Ranking – Match Strength and Breakdown

The screenshot shows the 'Responses' page with 2,226 responses. A candidate's breakdown is shown as follows:

- Recent Positions: [QA Tester] ✓
- Location: GB Birmingham ✓
- Skill: Java ✓
- Skill: TestNG ✓
- Skill: Hibernate ✓
- Skill: Selenium ✓
- Skill: automation ✓
- Keyword: Automation ✓
- Skill: Web API ✗
- Skill: Cross browser, Cross Browsers ✗
- Skill: JavaScript ✗
- Skill: Archimate ✗

- 1 This area indicates CV match strength based on your advert requirements.
- 2 Once clicked on, this area will present the breakdown of matched skills / requirements. ✓  
It will also show any unmatched skills / requirements. ✗

You can also view the match strength indicator within the **CV preview** area.

You can access the CV preview by clicking on the **Eye** icon (non snippet display)



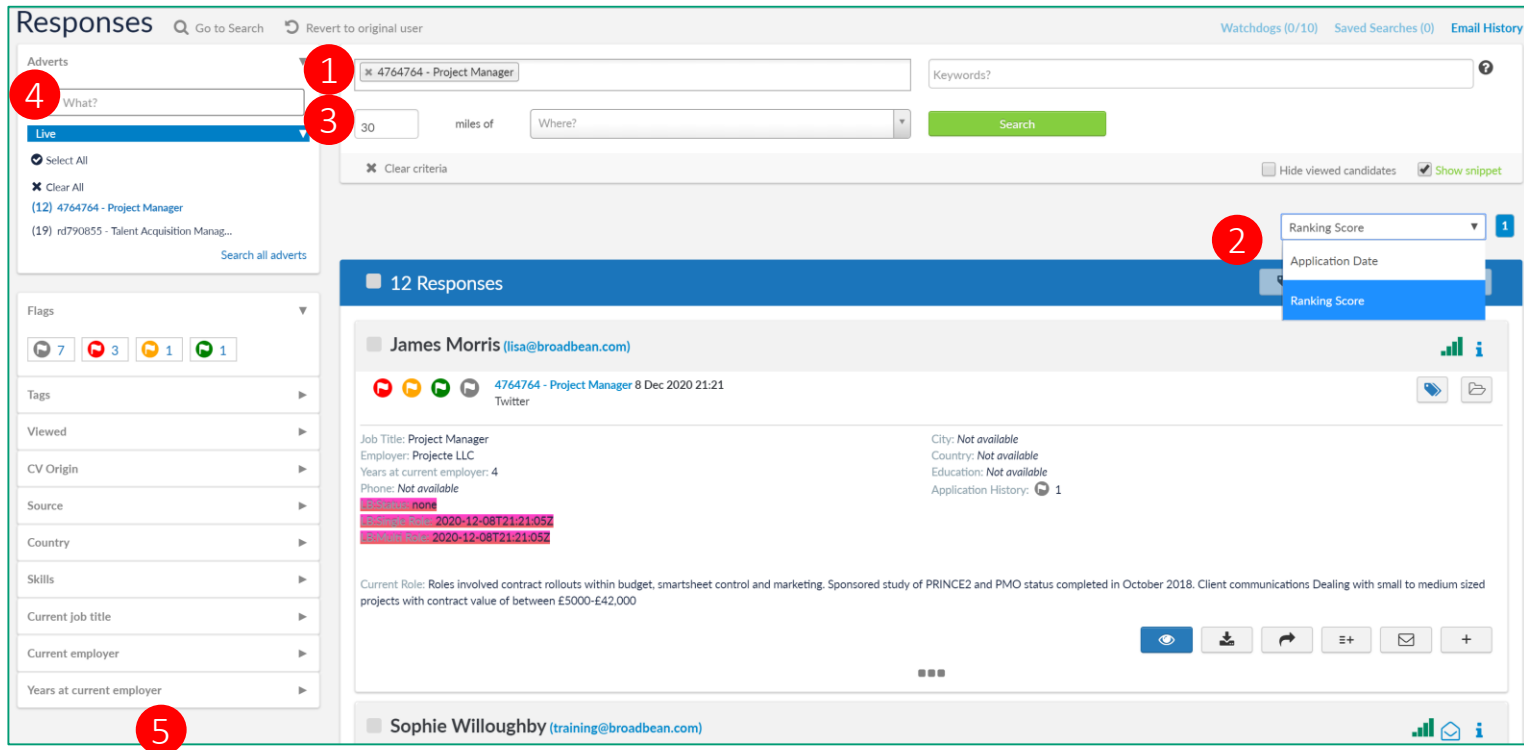
OR via the **Preview** button (Snippet display)



The screenshot shows a candidate's profile with a breakdown popup listing skills and their match status:

- Recent Positions: [QA Tester] ✓
- Location: GB Birmingham ✓
- Skill: Java ✓
- Skill: TestNG ✓
- Skill: Hibernate ✓
- Skill: Selenium ✓
- Skill: automation ✓
- Keyword: Automation ✓
- Skill: Web API ✗
- Skill: Cross browser, Cross Browsers ✗
- Skill: JavaScript ✗
- Skill: Archimate ✗

# Applicant Ranking – Workflows



Within the Advert selection area you have **three** options to use as part of your search:

- 1 All responses** – If you leave the space blank and select no adverts, this will produce a list of all live applications from all of your live adverts in a list format.
- 2** This dropdown will default to 'Application date' this can be changed to 'Ranking Score'
- 3 One advert selected** – if you select one role, it will only produce the applications for that advert; Results based on last selected dropdown option within that session; The **Best to Least** matched candidates will be order of display for that specific advert.
- 4 Two or more adverts selected** –if you want to multi-select adverts you can select them from this area. This will produce the applications from these roles combined. Again the results will be based on last selected sort option; this can come in handy where you have posted 1 or more adverts for similar roles and are looking best matched candidates across that database.

- 5 Additional filtering:**  
This left hand column will provide extra facets to select to help breakdown the results. These have **no impact** on the ranking score – it will simply help filtering the responses by use of **Tags** (skill codes) and **flag colours** as an example.

Please note only Talent Search customers will see all facets available for use, non-Talent Search users will have some greyed out appearance.



# Applicant Ranking – Shortlisting (Talent Search only)

The screenshot displays a recruitment software interface. On the left is a sidebar with filters for 'Adverts', 'Flags', 'Tags', 'Viewed', 'CV Origin', 'Source', 'Country', 'Skills', 'Current job title', and 'Current employer'. The main area shows a candidate profile for '50593613/001 - Software Development Manager' with details like 'City: Luton', 'Country: GB', and 'Application History'. A red box highlights a 'Shortlist/Green-flag for another advert:' modal with a 'Please Select' dropdown, 'Cancel', and 'Submit' buttons. Another red box highlights a '≡+' icon in the top right of the candidate profile area.

Shortlisting Candidates from one advert to another is a great way to optimise your applications and can work really well if working with temp / contractors that may suit multiple open roles.

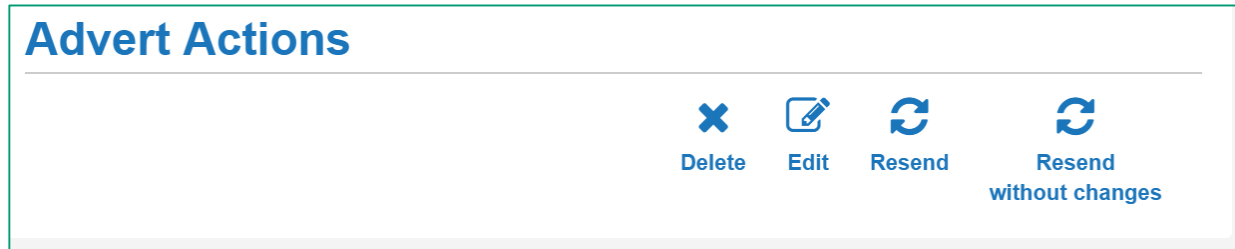
## How ranking works with shortlisting

If you choose to shortlist a candidate from **Job A** to **Job B** via the drop-down shown, the candidate will be added to the list of responses for that new role.

The newly shortlisted CV will then be matched (ranked) against the new advert criteria therefore potentially changing the ranking strength depending on how better or worse they meet the requirements.

# Applicant Ranking – Edited adverts

If you need to Edit your existing advert – you can do so via the **Manage Adverts** tab and click on the Job you wish to amend



You will see the above **Advert Actions** buttons displayed but note if you do not have the Edit button switched on, please contact our support team to activate on your account (only Superadmin users can make this request for security purposes)

Once active you can edit your existing adverts -you will be restricted to what channels support the free edit function and you will be restricted to what criteria can be changed.

**IMPORTANT** - Ranking only works when the edit happens within the Broadbean system, not when they are edited directly on Job Boards.

**Behaviour when adverts are edited:**

- Any applications received *after* an advert has been edited will be ranked against the newly edited version of the advert.
- Any applications that have *previously* been ranked would retain their original score and not be affected (or re-ranked) by any changes in the advert.

# Applicant Ranking – Advert writing best practice

| ADVERT INFO             | GOOD                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | BAD                                                                                                                                                                                                                                                                                                                     |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Job Title               | <ul style="list-style-type: none"> <li>• Full Clear standard titles</li> <li>• Correct spellings</li> </ul>                                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>• Internal company acronyms</li> <li>• General abbreviations</li> <li>• Unusual number of keywords / skills</li> <li>• Overuse of unnecessary characters £ \$% * -</li> <li>• No Job Title at all</li> <li>• Multiple Job Titles or multiple variations of Job Titles</li> </ul> |
| Location                | City/Town                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Generic County/region/area names                                                                                                                                                                                                                                                                                        |
| Description             | <ul style="list-style-type: none"> <li>• Concise and to the point;</li> <li>• Just enough length (anywhere between 250 - 400 words);</li> <li>• Relevant keywords for the job title;</li> <li>• Accuracy - words, formatting</li> </ul>                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• Too short or too long;</li> <li>• Internal company acronyms;</li> <li>• Typos, formatting errors</li> <li>• Direct copy of client spec (Agency only)</li> <li>• Vague description /too broad</li> <li>• Less than 250 words</li> </ul>                                         |
| Experience              | <p>When not explicitly mentioned, other keywords like the ones listed below will be picked by the algorithm to translate into relevant experience range:</p> <ul style="list-style-type: none"> <li>• Junior - "less than one year" or "1-2 yrs of experience"</li> <li>• Some - "1-2 yrs of experience" or "3-5 yrs of experience"</li> <li>• Medior - "3-5 yrs of experience"</li> <li>• Senior/lead - "3-5 yrs of experience" or "6-10 yrs of experience"</li> </ul> | Contradicting information such as "Senior with 1-2 years of experience"                                                                                                                                                                                                                                                 |
| Skills / qualifications | <ul style="list-style-type: none"> <li>• Clear list of required skills and/or qualifications</li> </ul>                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• Internal company acronyms not understood worldwide</li> <li>• Excessive overuse of skills (constant repeat pattern)</li> <li>• Contact Details</li> <li>• No clear skills listed at all</li> </ul>                                                                             |



# How to Activate Ranking

Admin Panel - Superadmin Use Only

# Admin Panel (Superadmin only)

This section can *only* be implemented by the assigned **Superadmin** user for the Broadbean account.

To activate the **Applicant Ranking** feature you must complete the following steps:

- **Login** using your Superadmin login (users cannot do this)
- Go to the **Responses Tab** and select the **Admin Panel** option
- Via the left hand menu – select the **Settings** option

The screenshot displays the Broadbean Admin Panel interface. At the top, the 'Responses' tab is active, and the 'Admin Panel' option is highlighted in a red box. The left-hand navigation menu includes 'Tags', 'Flags', 'Settings' (highlighted in a red box), 'Search History', 'Reports', 'Everyone's Saved Searches', 'Everyone's Sent Emails', and 'Return to Search'. The main content area is titled 'Settings' and features a search bar for 'Enable Rank Score Storing'. Below this, there are three expandable sections: 'Company: bbsalesdemonmr', 'Office: agency', and 'Team: accman'. Each section contains a list of users with their names and email addresses, and a corresponding toggle switch. The toggle for 'neha / Neha Malhotra (neham@broadbean.com)' is currently turned off (red), while the toggle for 'rankingdemo / ranking demo (training@broadbean.com)' is turned on (green).

# Admin Panel (Superadmin only)

The screenshot shows the 'Admin Panel' settings page. On the left, a sidebar contains navigation options: Tags, Settings (highlighted with a red box), Reports, Everyone's Saved Searches, and Everyone's Sent Emails. The main content area is titled 'Settings' and features a dropdown menu for 'Enable Rank Score Storing'. Below this, a tree view shows the hierarchy: Company: bbsalesdemonmr, Office: agency, and Team: accman. Under the 'Team' level, two users are listed: 'neha / Neha Malhotra (neham@broadbean.com)' and 'rankingdemo / ranking demo (training@broadbean.com)'. To the right of this list, a vertical column of five toggle switches is visible, with the bottom-most toggle (labeled 'ON') highlighted by a red box.

Click on the dropdown menu and select the **Enable Rank Score** option where you can enable this feature at either **Company, Office, Team or User level** using the management toggles on the right hand.

Please note that candidates will not be instantly ranked the moment this is activated – we advise you wait 48 hours for the ranking algorithms to kick in.

If you do not have any ranking scores against new applications older than 48 hours since activation please contact our support team directly.

This close-up shows the management interface for the 'Enable Rank Score Storing' feature. At the top, there is a search bar with the text 'set all Company:' and a dropdown menu with options ': on | off | cancel'. Below this, a vertical list of seven toggle switches is shown. The top three toggles are in the 'ON' position (blue), the fourth is in the 'OFF' position (red), and the bottom four are also in the 'OFF' position (red).

# FAQs

Q – Why hasn't my application got a ranking score?

A – One potential explanation could be the CV was in Broadbean before ranking was activated on the account.

Live adverts will have ranking in place - Archived will not. If there is no ranking score is seen for your live adverts do allow 48 hours  
**OR**

New applications will usually match immediately but if the CV is older than 48hrs then please contact support to investigate.

Q – Will there always be a mix of signal strengths in a list of responses?

A – Not necessarily. In order for the functionality to work well, the job description must be well written to provide content about the role and requirements. Likewise CV's need to contain enough information about their work history and other key information to be able to be matched.

You may get applications that may not be the exact match for advertised roles E.g. any of the niche new jobs. This doesn't necessarily mean that all those candidates are not the best match – it's a reference point based on what you advertised. Ranking is a tool that helps recruiters screen their applications quickly with the help of available data in the advert & CV, and should be leveraged along with the recruiter's personal experience for shortlisting candidates.

# FAQs

Q – Why do I sometimes see ‘not so relevant’ keywords picked up in the match criteria?

A – The algorithm is quite complex with various taxonomies/data classification which results in certain match words, however only one form of that taxonomy would be shown on the breakdown. So the words you may see may not be the exact same word used within an advert or a CV but something with similar meaning / related words / synonyms that could’ve been picked up by the algorithm.

It is for this reason that ‘Explainability’ factor of AI/ML algorithms are particularly a challenge.

Q – Why do I see grey indicators for some applications?

A – Grey indicators will highlight the following: The candidate CV is missing therefore no skills can be matched **OR** the matching process is pending (remember to allow up to 48 hours).

Q – Can one candidate have different match strengths for different adverts?

A – Yes, candidates may have applied or been shortlisted against multiple adverts. The ranking score will potentially be different based on how well the candidate CV matches with each advert that has been applied to / shortlisted against.

# FAQs

Q – What is the difference between ranking and flagging candidates?

A – The ranking process will run in the background using our algorithms etc. to match the candidate CV against the advert they actively responded to. The scoring should be used as a guide, not as the final decision maker for the candidates' overall suitability.

The flagging process is where the user marks the candidate as Unsuitable, Maybe Suitable or Suitable. By completing this, the flagging can trigger auto response emails (if set-up by Superadmin user), they will effect reporting data especially around ROI. Flagging has to be selected by the user – it is not completed by Broadbean.

Q – Will flagging candidates affect the ranking score?

A – In short, no it will not. Any of the filters available, including the flagging options are separate from the ranking score. These are selected by the user to mark the candidates overall suitability of the role based all information provided.

Q – Can the algorithm be personalised based on our business needs?

A – No. This is a out-of-the-box functionality that's designed to work for generic scenarios. Any personalisation would require a lot of work at the algorithm level, which needs specific processes to be followed and/or commercials agreed. If you still would to look into this option please contact the assigned Beta Product Manager or our product team.

# FAQs

Q – How can we see if this feature is helping our consultants to reach the best talent quickly?

A – If consultants are using the flagging system, Superadmins can run the “candidates based on time of application – with extra data” report and do a before and after comparison. They should be able to see the time taken to flag suitable candidates is reduced.

*This is however very much dependent on your processes and user adoption of the feature*

| 1 | Date/Time Posted | Consultant Name | Team    | Office | Job Reference | Industry          | Job Title                  | Unique Advert ID | Job Board    | Candidate Name  | Candidate Telephone | Candidate Address | Response Email Add | Date Received | Time Received | Ranking  | Time Candidate Ranked | Emailed | Consultant Email Address        |
|---|------------------|-----------------|---------|--------|---------------|-------------------|----------------------------|------------------|--------------|-----------------|---------------------|-------------------|--------------------|---------------|---------------|----------|-----------------------|---------|---------------------------------|
| 2 | 18/09/2019 14:51 | Stuart Skelton  | Purple  | Hippos | TKTES61722    | Financial Service | TK Test 1: Finance Analyst | 145137           | Broadbean Te | Santino Snow    |                     |                   | Santino.Snow@fake  | 13-Feb-20     | 14:26:15      | Unranked |                       | No      | stuart@broadbean.com            |
| 3 | 27/02/2020 10:07 | Johan Lindstrom | Canary  | London | MOBIL59811    | Aerospace         | Mobile cleaner             | 145142           | Broadbean Te | Mr Mobile       | 2427                | Ut modi           | buzzwordninja+mob  | 27-Feb-20     | 10:10:32      | Unranked |                       | No      | bb-candidate-team@broadbean.com |
| 4 | 04/03/2020 16:52 | Kelly C         | Testing | APAC   | TEST14818     | Agriculture Fishi | TEST                       | 145143           | Broadbean Te | Brandon Gibson  |                     |                   | Brandon.Gibson@fa  | 04-Mar-20     | 16:54:04      | Unranked |                       | No      | drop@broadbean.net              |
| 5 | 27/02/2020 10:07 | Johan Lindstrom | Canary  | London | MOBIL59811    | Aerospace         | Mobile cleaner             | 145142           | Broadbean Te | Marcel Dejesus  | E8                  |                   | Marcel.Dejesus@fak | 04-Mar-20     | 17:03:30      | Unranked |                       | No      | bb-candidate-team@broadbean.com |
| 6 | 27/02/2020 10:07 | Johan Lindstrom | Canary  | London | MOBIL59811    | Aerospace         | Mobile cleaner             | 145142           | Broadbean Te | Maria Monroe    |                     |                   | Maria.Monroe@fake  | 04-Mar-20     | 17:03:31      | Unranked |                       | No      | bb-candidate-team@broadbean.com |
| 7 | 27/02/2020 10:07 | Johan Lindstrom | Canary  | London | MOBIL59811    | Aerospace         | Mobile cleaner             | 145142           | Broadbean Te | Johanna York    |                     |                   | Johanna.York@fake  | 04-Mar-20     | 17:03:31      | Unranked |                       | No      | bb-candidate-team@broadbean.com |
| 8 | 27/02/2020 10:07 | Johan Lindstrom | Canary  | London | MOBIL59811    | Aerospace         | Mobile cleaner             | 145142           | Broadbean Te | Mckenzie Chavez |                     |                   | Mckenzie.Chavez@f  | 04-Mar-20     | 17:03:34      | Unranked |                       | No      | bb-candidate-team@broadbean.com |
| 9 | 27/02/2020 10:07 | Johan Lindstrom | Canary  | London | MOBIL59811    | Aerospace         | Mobile cleaner             | 145142           | Broadbean Te | Audrey Tupper   |                     |                   | Audrey.Tupper@fake | 04-Mar-20     | 17:03:34      | Unranked |                       | No      | bb-candidate-team@broadbean.com |



# Support Information



For any **Support** queries, please contact our team:

UK [support@Broadbean.com](mailto:support@Broadbean.com)

US [supportus@Broadbean.com](mailto:supportus@Broadbean.com)

APAC [supportapac@Broadbean.com](mailto:supportapac@Broadbean.com)



For any **Training** queries (Note Training team is based in UK)  
please contact: [training@Broadbean.com](mailto:training@Broadbean.com)



To book any **UK/EMEA products webinars**, please register here:  
<https://www.broadbean.com/uk/resources/training/>

To book any **US product webinars**, please register here:  
<https://www.broadbean.com/resources/training/>