



HOW WE DEVELOPED A **KNOWLEDGE SHARING PLATFORM AND JOB PORTAL** FOR RISK, ANALYTICS, AND SECURITY PROFESSIONALS

This Case Study outlines how we facilitated the connection between job seekers and employers while establishing a knowledge-sharing platform to support their marketing endeavors.

SUMMARY

The client is a prominent provider of employment services catering to Risk, Analytics, and Security Professionals, operating within a specialized niche. Discover how Nablasol facilitated seamless connections between job seekers and employers while concurrently establishing a knowledge-sharing platform to enhance their marketing initiatives.

BUSINESS CHALLENGES

To attract top talent within a specialized industry segment, the client tasked us with developing a comprehensive, feature-rich job portal that would facilitate seamless connections between job seekers and employers. This platform aimed not only to post job opportunities but also to serve as a content hub, offering valuable insights into various aspects of the industry through informative tools such as career blogs, newsletters, career surveys, job products, and additional career resources.

To achieve a successful outcome, we emphasized the following priorities:

- Implementing a fast and responsive user interface that aligns with the applicant's journey.
- Incorporating an automated search feature that matches job listings with applicant profiles and job descriptions.
- Developing an advanced administration panel for efficient management of both job seekers and employers' profiles.
- Integrating a content management system to enhance the overall user experience on the job portal.
- Enabling eCommerce functionality to offer packages for employers and digital career products for job seekers.
- Establishing seamless integration with other platforms for effective marketing campaigns, ensuring proper segmentation of customer profiles.

KEY METRIC

The CRM-QuickBooks integration led to reduction in errors, higher efficiency, and customer satisfaction.



All in one platform for better user experience



Proactive marketing effort made the platform accessible to the correct audiences



Enabled users to connect and upload all their information from Social platforms



All in one platform for better user experience

SOLUTION PROVIDED

We began by interviewing current employees to understand their information needs during the job application process in the niche industry. We also consulted recruiters to identify crucial features.

Our approach involved:

- Using existing job board software to avoid starting from scratch.
- Customizing the user interface, automating processes, and enhancing the user experience.
- Implementing an advanced auto-search feature to match candidates with suitable jobs.
- Employing WordPress for content management, aligning it with the job board's user experience.
- Adding eCommerce features, integrating multiple payment gateways, and automating product delivery.
- Enabling Single Sign-On (SSO) with social media platforms for user convenience.
- Creating a LinkedIn import feature for automatic profile completion.
- Optimizing the site for search engines through on-site SEO techniques, ensuring fast page loading.
- Integrating with various marketing platforms for streamlined Email, Social Media, and PPC campaigns with advanced tracking capabilities.

IMPACT ON BUSINESS

The business experienced significant positive outcomes, including:

- Achieving popularity in the niche industry due to a seamless user experience and automated search capabilities.
- Attaining high search engine rankings on valuable keywords through effective search engine optimization for the knowledge-sharing platform.
- Facilitating a successful exit for the founder, who sold the business to an investor within a relatively short time frame.