How Workable powers critical functionality with People Data Labs

CLIENT

Workable
workable.com

SOLUTIONS

Person Enrichment API
Person Search API
Data License

INDUSTRY

Talent Acquistion

THE CHALLENGE

Workable, the world's number one recruiting platform for small to medium sized businesses, needed a better way to enrich their candidate profiles in order to ensure their clients could find the top talent needed to succeed. But managing data at scale is a labor and resources intensive challenge. Even with 14 engineers dedicated to the problem, the process of collecting, aggregating, matching and deduplicating information about candidates required custom technology and building those tools in-house would mean pulling resources away from Workable's core mission of building a world-class recruiting platform.

In order to achieve their goals without investing more time and money into non-core projects, Workable needed to enlist a data partner. Not only did they need a partner able to offer high-quality, fresh, and accurate B2B data, the ideal partner would also be focused on building tools to make utilizing that data simple, easy, and efficient and able to keep pace in the fast-changing data space.

"We had a team of 14 data scientists working on this for a year and we still didn't have the capability to solve it ourselves when our focus is building a recruiting product."

NIKOS MORAITAKIS, CEO | WORKABLE

THE SOLUTION

Workable reached out to People Data Labs, the leading provider of fresh, high-quality B2B data. Working together, PDL was able to provide the data that Workable needed to power its recruiting platform. The PDL team maintains a tight focus on the rapidly evolving data space, allowing Workable to focus its internal engineering resources on building the best possible recruiting solutions for its clients without falling behind as the B2B data ecosystem evolves.

PDL's team was able to supply Workable with the tools they needed to to efficiently ingest new data, match it to their existing records, and enrich candidate profiles to provide a more accurate holistic view of potential hires, delivering more high-quality matches for Workable's clients more quickly. Today, Workable also uses PDL data to surface net-new candidates in their "people search" feature.

THE RESULTS

Time and cost savings: Enlisting a high-quality data partner with a team of word-class engineers allowed Workable to remain focused on its own core mission and avoid adding additional resources to non-core tasks like managing data acquisition and ingestion.

Better results: Using PDL's data and APIs, Workable was able to increase the number, quality, and speed of matches across its talent platforms, allowing Workable clients to evaluate candidates and source new hires more quickly and with more confidence than ever before.

An eye on the future: Working with PDL allowed Workable to feel confident that it's data needs were being met in the present, and that future changes and advances in the data ecosystem were being closely monitored by a team of skilled professionals who would be sure to keep its own tools and Workable's team on the cutting edge of B2B data.

> "One way to guess which partner is going to be better in three years is by looking at their team."

NIKOS MORAITAKIS, CEO | WORKABLE