



Joblift 

CASE STUDY

# How Joblift onboarded 3 clients in just 30 minutes

Productsup<sup>7</sup>

## Case

**Joblift** is a career platform that aims to provide job seekers with a simple and frictionless experience during the recruiting process. The platform hosts more than **10 million vacancies** through cooperation with **over 4000 partners** and is active in **Germany, France, the Netherlands, the UK, and the US**.

Joblift's supplier portfolio and user base is constantly expanding, which makes it essential for their business development team to stay on top of current and incoming job listings. To ensure the site's users were always shown accurate and up-to-date job postings, the team needed to regularly integrate and manage feeds from hundreds of suppliers. But with a heavy dependence on IT for help with supplier onboarding, Joblift's business development team was lacking the ability to act quickly.

In order to continue scaling their business, Joblift needed a solution that would give their business development teams the power to integrate supplier data feeds quickly and without IT support.

### CASE AT A GLANCE

**Number of markets: 5**

**Number of jobs listed on platform: 10 million+**

**Average time to onboard a new supplier: 1–3 days**

**Use case: Supplier onboarding**

#### Objectives:

- › Minimize the time required to onboard supplier feeds
- › Reduce the time it takes for listings to go live
- › Enable business development team to manage feeds without support from IT



# Challenges

Joblift's heavily manual and IT-dependent approach to feed management had them facing three major challenges.

## 1. Tailoring supplier feeds according to Joblift's platform specifications

Joblift's platform has unique specifications about the information it can ingest. However, this was difficult to manage, as their suppliers would send data in many different formats and file types. IT then had to adjust and tailor this data so the platform could ingest it.

Since IT already had many pressing tasks, it would **often take days to onboard a single supplier.**

As Joblift kept growing, so did the onboarding backlog, which was hurting their ability to scale. The team needed to find a more efficient, and independent, approach to supplier onboarding.

## 2. Maintaining up-to-date and accurate job listings

In the recruitment industry, both employers and job seekers need to act with speed and agility. Joblift received updates to their listings **multiple times per day**, but with their manual approach to feeds and dependence on IT, they were unable to keep up.

These constant updates would also arrive in all different formats. Suppliers would send files for both new postings and changes to existing ones, as well as empty files to indicate that postings should be removed. IT would then have to implement these updates.

Since Joblift is active in a variety of markets, updates often need to be made to several of their country-specific websites (e.g. .co.uk, .nl, etc.) at a time.

Interpreting which updates went where further added to the burden. **Joblift needed to be able to implement these changes in seconds, not days.**

## 3. Enabling business development to take ownership of supplier feeds

Joblift's business development teams were in charge of the company's inventory. However, they were unable to analyze their inventory or check feed statuses without technical support, which IT had little capacity for.

Furthermore, once a feed was integrated into Joblift's platform, even small changes such as adding a word to the job description required complex coding. This meant that Joblift's business development teams couldn't make changes themselves, even at the supplier's request. They needed a way to gain **control over their feeds**, so that they could experiment with, edit, and optimize it without relying on IT.

# Solution

Once Joblift implemented **Productsup** as their feed management solution, they saw huge improvements in their supplier onboarding process and overall feed management capabilities.

## 1. Custom-built export template for Joblift's platform

Productsup built a custom template for exporting data to Joblift's platform. This allowed business development teams to effortlessly onboard suppliers **without support from IT**. The Productsup platform integrates all types of data of any size or format, so Joblift was able to integrate data from new suppliers immediately. Regardless of the file format or size, Joblift could quickly structure data according to their custom templates before sending them on to their own platform.

The Productsup platform dashboards also allowed Joblift teams to monitor errors and ensure that all exports were running smoothly.

## 2. Automated updates to job listings

With Productsup, Joblift was able to schedule regular automatic imports from established suppliers onto their platform. As Joblift needed a way to distinguish the types of updates they received, Productsup built a custom import: the platform would read the names of files sent by suppliers, which would contain either NEW, DELETE, or CHANGE. These keywords would inform the platform to automatically perform the related task, so that job listings were always up-to-date.

Productsup also allowed Joblift to separate listings into different folders with predefined destinations. This way, business users could ensure that **country-specific updates** went to the right country's site – for example, listings in the UK folder only go to the UK site.

## 3. Business user-friendly tools and interfaces

The Productsup platform provided an intuitive interface for business development teams to access and alter feeds without needing any technical support. Business development teams could analyze their data and experiment with their inventory.

Teams were able to make edits and changes themselves, as the platform provides great control over existing feeds. Automation gave Joblift the ability to efficiently make **bulk edits**, such as setting **proper cases** and **adding or changing cities, countries, or other values**. Supplier requests no longer required coding expertise.



"Productsup is a total lifesaver – accessing information about our feeds is a breeze, especially because the UX is so intuitive!"

**Chandra Asare**

Operational Excellence Manager



## Results

With Productsup, Joblift has transformed their approach to feeds. Instead of relying on IT support for supplier onboarding, business development teams can now structure and export data feeds themselves. Supplier onboarding time has been reduced from **days to as little as 10 minutes**, and onboarding backlogs are a thing of the past. It's easier than ever for Joblift to scale their business and reach new markets quickly.

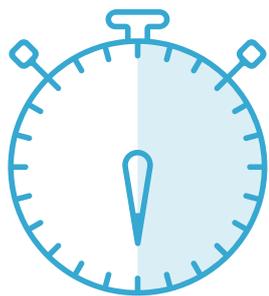
Without reliance on IT for tasks such as feed edits, feed analysis, and job listing updates, business development can implement changes in seconds instead of days using Productsup's intuitive interface. Meanwhile, IT has been given back their time, allowing them to work on innovative projects instead of upkeep and repetitive manual tasks.

Joblift is also now able to **export job ads to different partner sites, such as Facebook and LinkedIn**, using channel-ready templates. Prior to Productsup, this had never been done at Joblift, as IT didn't have the capacity to set up an export solution for partners. Productsup has changed the way Joblift operates by increasing efficiency, agility, and access to data company-wide.



"Productsup allows us to easily and seamlessly manage and integrate feeds in our day-to-day business – it's a massive help in growing our business!"

**Benjamin Schoelzel**  
Head of Operations



**3** clients fully onboarded  
in just **30** minutes

## About Joblift

**Joblift** is a job platform providing candidates with the most intuitive and frictionless experience during the recruiting process. By presenting a clear and comparative overview of job offers, the user no longer has to worry about searching separate job boards online. Joblift applies the latest machine learning techniques and big data-based algorithms to create the optimal match between employer and applicant. The company's mission is to become the go-to destination for job seekers of all levels around the globe.

**Joblift** 



**Productsup**<sup>1</sup>

**Ready for a more efficient supplier onboarding strategy?**

Reach out to learn how Productsup can power your team!

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