

Enhancing Employability Support

A 12-Month Journey with CareerSet at Audencia

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Triple-accredited business school By AMBA, EQUIS, and AACSB	#38 EU Business School Rankings (FT)	6,100 Total enrolled students
1,050+ Registered students with CareerSet	7,200+ CV and cover letter reviews	+19.5% Average CV score improvement

Introduction

CareerSet, an AI-based platform that offers instant CV feedback, CV tailoring advice, and cover letter feedback, has significantly enhanced employability support at Audencia, a top 0.5% global business school based in Nantes, France. This case study explores Audencia's decision to adopt CareerSet, the challenges addressed, and the remarkable impact it has had on the career centre.

Finding the Ideal Solution

At the beginning of 2022, Audencia recognised the need for an efficient tool to streamline CV support and reduce time spent on repetitive tasks in providing feedback. Leading this initiative was Shyla Du Cosquer, an esteemed talent acquisition professional, Audencia alumnus, and International Careers Coach, boasting over 11 years of experience in providing career guidance.

After thoroughly exploring various vendors, including an American-based and a British supplier, Audencia identified CareerSet as the best value-for-money option. Its superior features, coupled with its commitment to safeguarding student privacy in compliance with European standards, made it the perfect fit for the institution, Shyla says.

Challenges Addressed by CareerSet

Before adopting CareerSet, Audencia primarily provided CV support through a combination of CV workshops and personal sessions. However, certain challenges remained that could be effectively addressed through CareerSet's solutions:

1. **Repetition and Time Constraints:** Audencia's CV workshops had limited time slots of 15-30 minutes per student, leading to frustration among both students and career advisors due to the lack of ample time for comprehensive feedback.
2. **Language Discrepancies:** With a higher percentage of French-speaking consultants compared to English, Audencia faced a growing demand for CV correction and support in English as the institution attracted more international students.
3. **Evolving Industry Standards:** The digital age and AI advancements called for more efficient and technology-driven solutions. Audencia aimed to embrace these advancements while retaining the essence of human interaction in career counseling.

Implementation and Results

Audencia integrated CareerSet into the career centre in July 2022 and actively promoted it to students from September 2022. Leveraging AI capabilities, the platform automated grammar and spelling corrections, as well as word usage and formatting checks, freeing up valuable time for the careers team. Shyla reports on these main areas where CareerSet made a difference:

1. **Increased Scalability:** CareerSet has enabled the careers team to reach far more students in a more efficient manner.

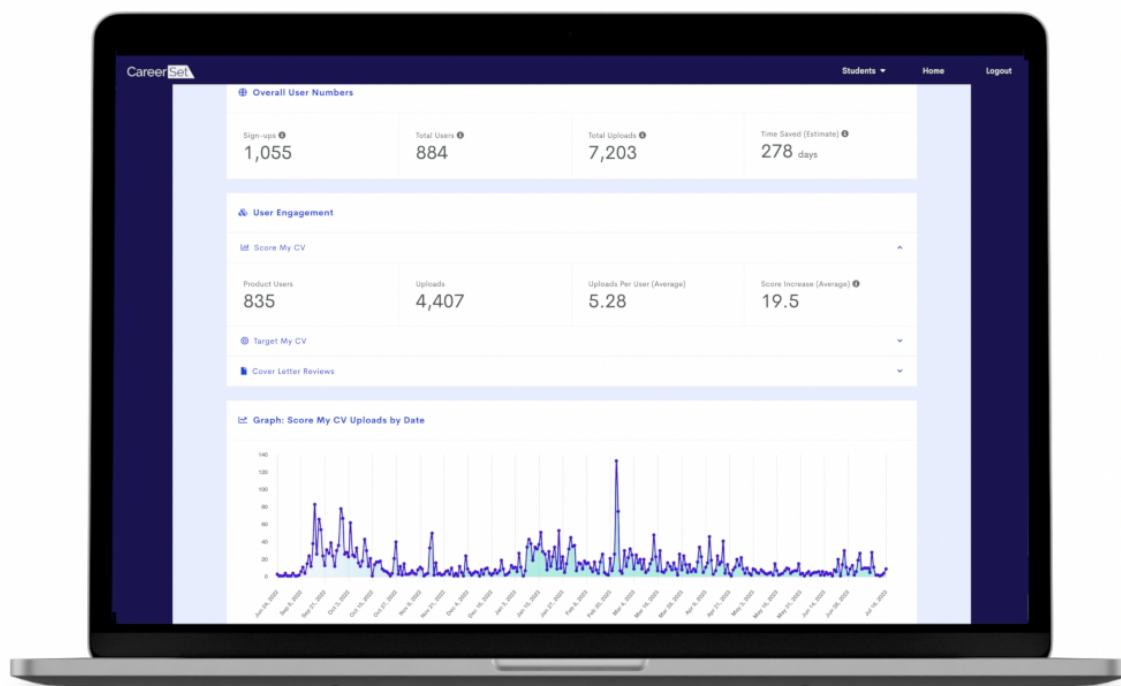
2. Improved quality of documents: Requiring a minimum score of 70 via CareerSet as a prerequisite for meeting with a career advisor has resulted in a profound improvement in the quality of CVs received during personal sessions.
3. Enhanced Student Independence: Empowered by CareerSet, students took ownership of their CVs, making improvements, uploading job descriptions, and tailoring their CVs and cover letters to these roles via CareerSet's instant skills gap analysis. The platform provided clear guidance, recruitment system insights and held students accountable for their progress.
4. Personalised Guidance: While AI technology offers initial corrections, Audencia's career advisors provide qualitative feedback to further refine students' CVs, focusing on areas that aren't repetitive and cannot be automated.

Above all, CareerSet proved to be a cost-effective solution, delivering a remarkable return on investment compared to other software tools. Above all, the time saved on repetitive tasks allowed advisors to dedicate more resources to in-depth consultations and career guidance.

Recommendation and Benefits: Audencia's experience to date

Over the span of just 12 months, CareerSet has delivered remarkable benefits, as highlighted by Shyla:

1. Streamlined CV Support: CareerSet relieved the burden of repetitive CV corrections and grammar checks, enabling career advisors to focus on value-added services and meaningful interactions.
2. Increased Student Independence: Empowered by CareerSet, students actively engaged in the CV improvement process, fostering independence and self-reliance.
3. Enhanced Accountability: The platform enabled students to monitor their progress and encouraged them to take responsibility for the quality of their CVs.
4. Cost-Effective and Time-Efficient: CareerSet optimised resources and enabled Audencia to allocate more time to personalised career guidance, ensuring an efficient and effective support system.



Conclusion

CareerSet has revolutionised CV and cover letter support at Audencia, combining AI technology with personalised guidance. By adopting CareerSet as their primary CV review solution, Audencia has empowered students, enhanced the career centre's efficiency, and enabled advisors to extract more value from personal sessions. Shyla highly recommends the AI-based tools for other leading business schools seeking to elevate their employability support services.

