

# Streamlined support and efficiency

## A 27-Month Journey with CareerSet at University of Cambridge

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28,000+	5,000+	27
<b>Reviews conducted</b>	<b>Student users</b>	<b>Months</b>
94/100	1,100+	#2
<b>Graduate Employability Ranking - QS 2023</b>	<b>Business days in career advisor time saved</b>	Cambridge is ranked <b>#2</b> in the <b>QS World University Rankings 2023</b>

### Challenges and objectives

1 February 2021 marked the start of the partnership between the University of Cambridge and CareerSet. Prior to this date, the Careers Service relied solely on personal sessions to provide CV and cover letter feedback to students. However, due to the limited capacity of the team of 13 career advisors to serve a large student body of over 20,000, only a small portion of students and alumni could benefit from this service. This highlighted a clear need for the department to find a solution that would enable them to effectively engage with all students. The University of Cambridge issued a Request for Quotation (RFQ) to select the best vendor in the market.

### Scalability and quality of support

After careful evaluation of 12 RFQ criteria, covering areas such as CV feedback, user interface, and localisation aspects, CareerSet emerged as the preferred candidate for the contract. Jenny Blakesley, Director of the Careers Service, expressed her satisfaction in a testimonial, stating, "Working with the CareerSet team has been a pleasure, and our implementation process was remarkably smooth."

Once implemented, the Cambridge Careers Service significantly improved the ability to provide CV support to many more students whilst enhancing overall engagement. Through the utilisation of AI technology, CareerSet introduces a scoring mechanism that evaluates CVs based on key criteria that recruiters are looking for, empowering students with actionable feedback to independently learn and implement necessary improvements. As a result, students arrive at personal sessions better prepared, leading to more productive and meaningful conversations between students and career advisors. Mark Gilbert, the Research & Information Manager highlights this positive effect by saying, "The quality of the interactions you are having when talking to a student one-on-one, is enhanced by the fact that they have done their homework, and they've thought through the process". Moreover, both data insights and CV feedback reports can be leveraged for enhanced efficiency and resource allocation.

CareerSet goes beyond the CV feedback provision by also educating students on how to tailor their CV to specific job descriptions, which was a key RFQ criterion that the Careers Service was looking for. CareerSet enables students to upload a job description, view exactly which keywords and skills are important, and conduct an instant skill-gap analysis. This functionality equips students with a competitive edge in the job market and supports them to rank higher in recruitment systems. In the summer of 2021, CareerSet introduced its cover letter feedback solution. The functionalities include core writing checks, and relevancy checks in the context of the job description to ensure alignment with the requirements of the employer. As a gesture of support, CareerSet provided complimentary access to the solution for Cambridge students as part of their subscription.

### Streamlined support

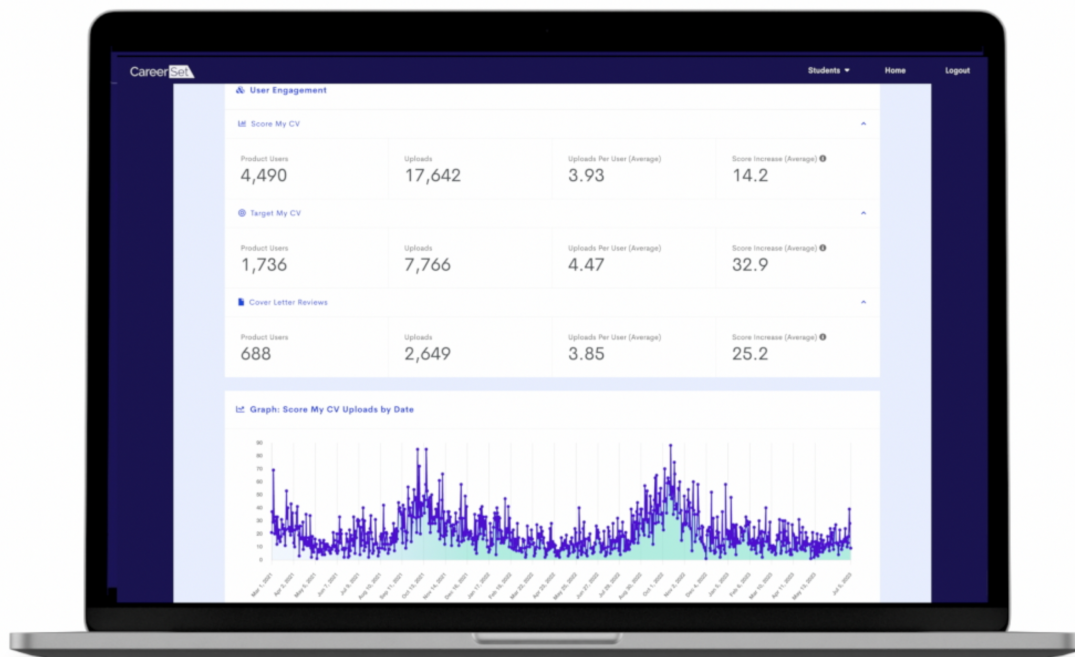
When implementing any solution, support is a critical component that the University of Cambridge looks for. A key benefit to the collaboration with CareerSet has been that the solution requires little to no resources or maintenance. The log-in method of secure passwordless authentication allows students to enjoy enhanced convenience, as it eliminates the need to remember an additional password. Mark Gilbert notes the likability of this feature by stating, *“It’s a very straightforward mechanism to get into and you also have the fact that it is one less password to remember”*.

### Resource allocation

The low maintenance of the platform allows the team to get more out of personal sessions. By harnessing the feedback generated through CareerSet, career advisors gain the ability to customise their approach, catering to the unique needs of each individual student. This facilitates more in-depth discussions on specific aspects rather than merely covering the basics of a CV. Additionally, the analytical features of the platform provide valuable insights, such as identifying when students may require additional individual support.

### Impact and recommendations

CareerSet is one of the most popular tools offered by the Careers Service, primarily due to the intuitive and user-friendly nature of the platform. Student engagement is boosted via gamification and the use of scores. Moreover, the ability to effortlessly monitor feedback plays a key role in encouraging growth and fostering confidence among students during their job search. Students appreciate that they can observe their continuous progress, which acts as a motivator and provides them with a sense of satisfaction.



***“It’s simple enough to use, but also compelling enough for students to want to keep coming back to it”***

Based on his experience, Mark Gilbert highly recommends CareerSet to other career centres aiming to enhance their services. CareerSet has truly enhanced personal sessions both for career advisors and students. It has transformed the CV review process and facilitated scalable operations for the Careers Service. Leveraging AI technology, the Careers Service achieves greater efficiency and effectiveness in personal sessions while capturing critical and relevant trends through data analytics.

