Empowering Job Seekers to Connect Directly and Bypass the Application Black Hole
**Challenge**


They needed to differentiate themselves from the competition and more efficiently connect recruiters to job seekers in numerous industries all around the country.

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**Solution**

Using FullContact’s **Enrich** product, NorthPoint leveraged Individual, Employment History, Social, Company, and Key People insights, and were able to provide deeper company-level and person-level insights used to connect job seekers to recruiters with up-to-date, real-time information.

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**Results**

NorthPoint was able to update over 12.6 million individual contacts and ensure the latest professional experience automatically refreshed for recruiters to qualify candidates in a more efficient way.

Job seekers now have the ability to view current openings based on their locations and directly contact key recruiters within the companies, with 2.5 million updates to-date.

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"By leveraging FullContact’s Identity Graph, I was able to create valuable connections between job seekers and employers."

_**Gus Cawley, CEO**  
NorthPoint Search Group_