

The Talent Alliance - High-touch, High-tech Career Innovation



The Talent Alliance was a non-profit business league whose member companies (such as AT&T, GTE, DuPont, Johnson & Johnson, Lucent, TRW, Unisys and UPS) faced an unprecedented wave of corporate downsizing. These companies came together to create the Talent Alliance, providing their employees with convenient, low cost access to state-of-the-art tools and information to guide them through complex career decisions and skill development challenges.

To offer high-touch, high-tech career management and outplacement services to its member companies, Talent Alliance turned to Euphorion. Euphorion assembled a team of Internet strategists, user-centered designers, and technology implementers to assist Talent Alliance in launching its new business. To meet Talent Alliance's needs, Euphorion designed and developed a suite of web-based career management services and applications that provided interactive skill development services, personal survey instruments, online learning sources, job search tools, outplacement support, career planning strategies, and industry research.

One key to the success of the Talent Alliance system was their use of an account creation system that was painless for the user. Euphorion developed technology that allowed the user to simply email a resume to a system, which automatically created a user account based solely on text extracted from the resume.

Contact information, objective statements, experience, and skill lists were extracted from the email and fed into the Talent Alliance job engine, which then matched the prospective user with dozens of jobs on multiple job boards. The user's task was quick and painless, and they received customized results in just a few minutes. Employers created job listings in a similar manner, and the system would automatically match jobs to users whose accounts had the necessary skills.

Key components in this process included:

- JobJet – a state-of-the-art tool for job ad formatting and posting to popular job boards. Jobs are posted once on the Talent Alliance site and then are automatically reformatted and posted to many other Internet job sites.
- Career Transition Center – resume creation, job bank, career planning, job search advice, and other tools for employees with access to company-sponsored outplacement services.
- Personal Development Center – knowledge and skill development, 360 assessment, training, career resources, and online links to complementary services.
- Business Growth Center and Career Insight Center – industry, occupation, and skills information through articles, online reference material, self-paced workshops, and links to related sites.

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Because of the complex interactions between the corporate members, their employees, and business partners, because usage patterns changed daily, and because new services and information content were constantly emerging, performance and flexibility were critically important in the design of the applications. To accommodate these needs, Euphorion designed high availability architecture for the Talent Alliance site – producing a highly reliable application, with more than 425 days between outages.

The first Euphorion-authored applications were launched in January 1998 to critical acclaim from the member companies, employees, and media. The Talent Alliance site, www.talentalliance.org, was named a “Best Site of 1999” by CareerXRoads from among more than 2,000 job, resume, and career management sites. Talent Alliance continues to be a valuable outplacement resource for its growing list of member companies, and their user creation method and resume extraction engine is still among the fastest and most efficient in the marketplace, several years after its original design.

