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

FullContact

## Challenge

**NorthPoint Search Group**, a Challenger Job Placement Network, faced an incredibly complex, varied-source problem.

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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> ### By leveraging FullContact's Identity Graph, I was able to create valuable connections between job seekers and employers.
>
> *Gus Cawley, CEO*
> *NorthPoint Search Group*

Our Identity Graph enabled the connection of **8 million** people, from multiple & varied input sources, to **800,000** companies throughout the U.S.

## 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.

## 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.