

CASE STUDY:

Global HR SaaS leader uses Sama to improve candidate matching algorithm

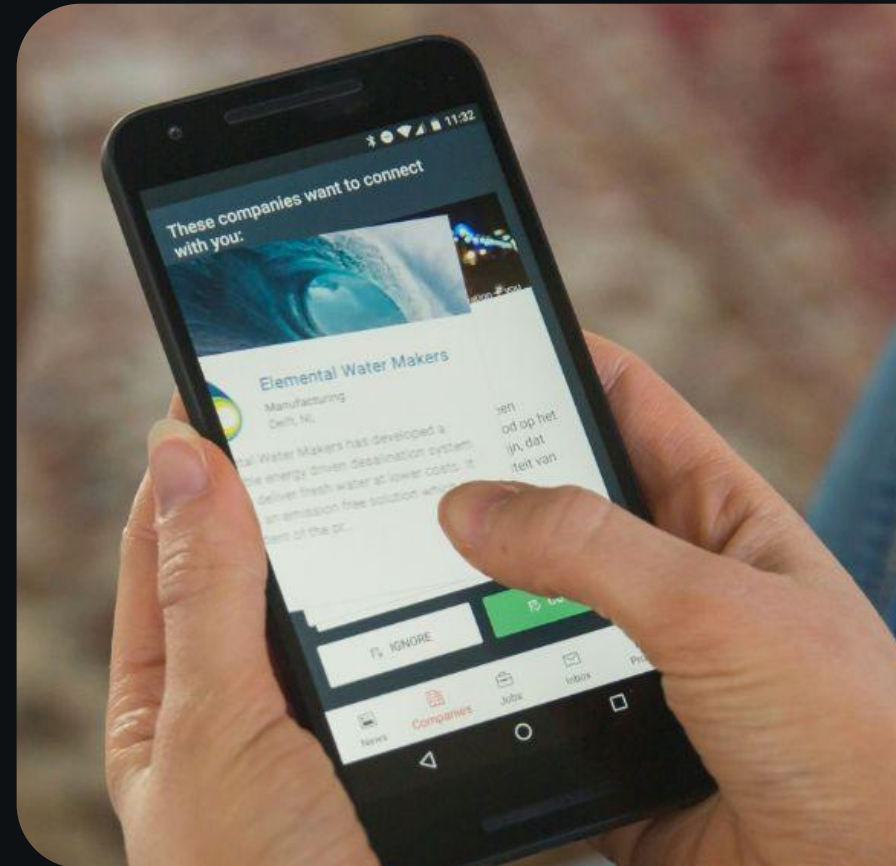
Sama helped the software company significantly improve NLP for their Gen AI model.

The Challenge of Normalizing Infinite Subjective Inputs

A human resources software company wanted to improve the quality of their natural language processing (NLP) in order to more accurately match their clients' job postings with available resumes.

Because job candidates are able to describe their skills and experiences in an infinite number of ways, their model had difficulty delineating the skills and normalizing them against the company's internal terminology.

As a result, the model was prone to errors, especially due to the inherent subjectivity of the matching process.



Reducing Subjectivity with Agile Workflows

To improve the quality of their matching, the software company tapped Sama to help support two annotation workflows, providing named entity recognition (NER) and named entity normalization (NEN) using a three-annotator consensus approach.

“The tasks for this project were challenging, with a high degree of subjectivity, which can make consensus difficult to reach,” said Annepeace Alwala, Sama Vice President, Global Service Delivery. “Because of that subjectivity and the sheer variety of possible answers, it was important for the annotators on this project to have corporate or HR experience.”

In addition to leveraging a team with domain expertise, Sama:

- worked closely with the client to establish a **more rigorous quality process**
- **proactively flagged high variance answers** that exceeded predetermined metrics
- instituted an extra review to **reduce subjectivity** where possible

Our data experts also **created a living knowledge base** to standardize rules, definitions, exception handling, and other important workflow information.

Boosting NLP Quality with Proven Blueprints

By proactively addressing the issue of subjectivity, Sama was able to help the software company significantly improve NLP for their Gen AI model.

Sama's methodological approach ensured higher quality results for the client, including:

Faster project turnaround time

Example: Employing a living knowledge base to make decisions more efficiently and reduce subjectivity

Improved matching with selective fine-tuning

Example: Proactively flagging and scrutinizing answers with high variances

Increased accuracy of algorithm

Example: Using HITL and multiple QA steps to capture the nuanced ways skills were described and normalizing them against the company's internal ontology

Unlock the Full Potential of Your Gen AI Models

Sama is a global leader in **data annotation, supervised fine-tuning, and model evaluation** for computer vision and generative AI applications.

As a **recognized diverse supplier**, our proprietary human-in-the-loop approach, scalable platform and in-house team of over 5,000 data experts drive data-rich model improvements & RAG embedding enhancements that help get AI & ML models into production up to 3x faster.

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