

## **Hodes iQ Talent Scout Mines the Resume Graveyard to Solve an Age-Old Recruiting Problem. New Technology Allows Companies To Instantly Search For Qualified Candidates In Their Database**

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NEW YORK, NY -- OCT 13, 2004 -- According to recruiting industry experts, the primary failure of most applicant management systems is that recruiters arent able to mine their candidate database to find the right candidates for a position. Today, Bernard Hodes Group ([www.hodes.com](http://www.hodes.com)), unveiled a new feature in the latest 4.0 version of their successful Web-based hiring solution, Hodes iQ, which solves this chronic recruiter issue.

Its called the iQ Talent Scout (<http://www.hodesiq.com/timeflies/index.htm>).

The results for recruiters have been exceptional. Kathy A. Rossi, Regional Recruiting Supervisor at WCI Communities said, The Hodes iQ new release 4.0 is great, and Im beginning to use the iQ Talent Scout for every position."

Recruiters and candidates alike know what happens to many resumes when they submit them online; they go into the resume graveyard. Hodes iQs Talent Scout, an intelligent search engine, can locate the ideal resumes for any job in your database and deliver them to your desktop instantly," said Jeremy Shapiro, Senior Director of Hodes iQ.

The key difference in the new data mining technology is that it enables recruiters to search for talent in their own applicant databases without having to use keywords. While keywords are appropriate for general Internet searches, valuable information in a candidates resume may be overlooked when relying solely on keyword searches. A persons experience, education and skills create a full picture of the candidate -- and every resume uses different language to describe the same information. Data mining allows recruiters to make a more accurate match between job candidates and job descriptions.

"Data mining tools in Hodes iQs Talent Scout" technology can examine an entire sample resume or full job description, then match that description against the entire candidate database," said Shapiro. Instantly, recruiters see resumes just like the sample resume. Hodes iQs Talent Scout lets a recruiter do this in one click. They simply go to find a job," click go" and find matching resumes."

### About Hodes iQ

Hodes iQ (<http://www.hodesiQ.com>) is an award-winning talent management software suite that enables human resources to recruit more effectively. With a combination of a top-ranked job posting system, the leading resume data mining system, and expertise in best-in-class corporate career sites, Hodes iQ gives recruiters essential tools to recruit the best talent efficiently.

### About Bernard Hodes Group

As a fully integrated recruitment communications and staffing solutions provider, Bernard Hodes Group (<http://www.hodes.com>) offers solutions which often combine multiple service offerings from the company's core competency areas: Recruitment Marketing; Sourcing/Response Management; Hiring Process Re-engineering; and Staffing Technology (<http://www.hodesIQ.com>). The company is headquartered in New York, with over 80 offices and affiliates around the globe. Bernard Hodes Group is a wholly owned subsidiary of Omnicom Group, Inc., (NYSE - OMC), one of the world's leading marketing communications companies. Bernard Hodes Group serves thousands of clients in virtually every industry, helping them to attract and retain talented workers in every skill set.

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