

CV360

Automated CV scoring, instant analysis / feedback, progress tracking and workflow to transform offline reviews and reporting

Launched in August 2019, CV360 scores a CV against 50+ checks that commonly trip up an Applicant Tracking System (ATS), annoy a hiring manager or deprioritises a CV. Within 5 seconds, students receive instant, detailed feedback so they can optimise their CV and significantly boost their chances of getting to interview.

CV360 OVERVIEW:

Smart scoring & instant **personalised feedback** to boost CV quality

Scalable model with **unlimited users / usage**

Upload existing document **or build from scratch** with step-by-step builder tool

Learning resources build knowledge & confidence with employer insight & best practices

Workflow system to **manage offline document reviews** with audio & written feedback (*for CCM system clients*)

Evidence activity & progress with admin dashboard reporting, demonstrating CV score progress over time

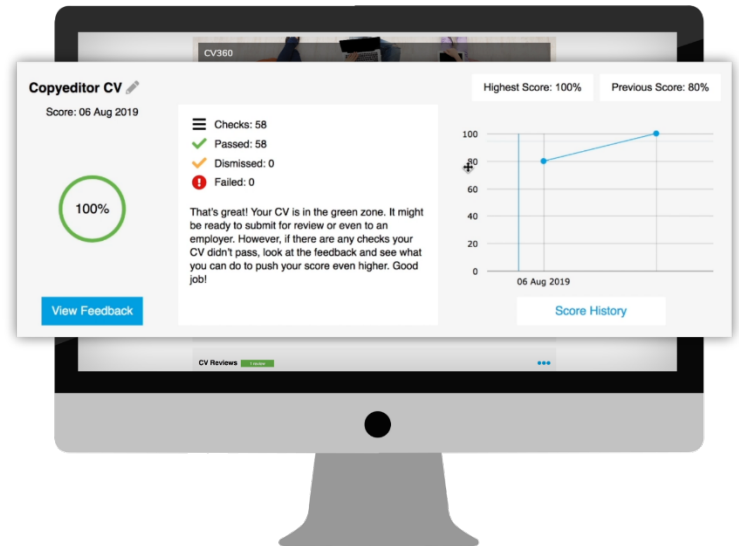


350,000+ students from 100 Universities will benefit from instant feedback on how an ATS interprets their CV

CV360 transforms the CV support available in Career Centre

Smart Scoring & Instant Feedback

Within 5 seconds, 50+ checks provide feedback on **File, Structure, Content, Language, Presentation and Skills** - all designed to free up Careers Teams for higher value feedback. Unique checks include Time to Read, Average Sentence Length, Employability Skills and Skills Dominance.

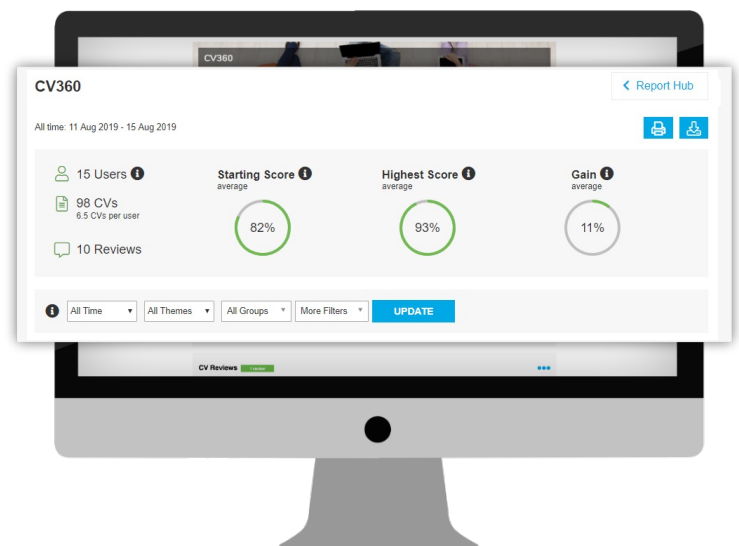


Learning Resources to Build Knowledge

Each check offers **tips** and relevant **advice** within Career Centre to help students improve their CV score. Advice includes employer insight and short, informative videos.

Real-Time Institution-Wide Reporting

Dedicated reporting function shows institution-wide student **usage**, **CV score averages** and **improvements/gain**. Data can be analysed by faculty/cohort and insight will show the full range of skills evidenced by all students using CV360.



Frequently Asked Questions

CV360 is our most exciting product update to date and we firmly believe it will have a highly beneficial impact on this important area of employability support. We are fully committed to ensuring the academic element of our platform is driven by our clients – the university careers experts – so we look forward to working in partnership with you all to ensure CV360 will continually meet your needs.

Our comprehensive FAQ section is designed to help you gain a thorough understanding of our latest tool. If you have any further questions, please contact your Account Manager who will be pleased to assist you.

What is CV360 and how is it helping students?

Irrespective of whether you use a job board, CV database, recruiter or apply directly to a company, it's highly likely that your CV or resume will be analysed by a machine before a human sets eyes on it. And even then, it may only reach a person if the system deems it a good match for their search. These machines, commonly known as Applicant Tracking Systems (ATS), make life easier for hiring managers but potentially a lot harder for students. CV360 scores a CV against more than 50 checks that commonly trip up an ATS, annoy a hiring manager or get a CV deprioritised. Students get instant, detailed feedback so they can optimise their CV and significantly boost their chances of getting to interview.

What is an Applicant Tracking System (ATS)?

An Applicant Tracking System (ATS) is a software application used to automatically filter candidate CV applications based on given criteria such as keywords, skills, former employers, years of experience etc. Used extensively by organisations and online job boards, these make it easier to manage hiring processes by maintaining a database of applicants and matching these to job information. Whilst ensuring a CV is ATS-ready isn't the only benefit of using CV360, it's vitally important to be able to see how a CV would perform when processed via an ATS.

How does the manual CV review process work?

CV review is an optional stage in the CV360 journey for users. It can be enabled or disabled by you in the Abintegro Career Centre Manager. You have the option to set a quality level to ensure only CVs meeting a certain level of CV360 criteria are eligible for review. Once a CV is submitted for review, you have the option to assign the CV to an advisor or allow automatic allocation. The CV review system allows an advisor to comment, in a structured way, on all the standard elements of a CV (e.g. work history, education etc.) with free text commentary or pre-set templated text (this can be edited). They can also audio record their feedback. Once complete, the review document is automatically created (based on a brandable template), emailed to the user and accessible in CV360 (including audio feedback). Everything is tracked by the system - you also have the option to set a response time service level and full stage-by-stage reporting is available.

Frequently Asked Questions

How will CV360 directly support the work of Careers Teams?

CV360 will free up time for Careers Advisors to spend on higher value support, such as tailoring a CV for a specific job or industry, as well as ensuring students can evidence the CV's content at an interview. It will also help Careers Teams to see exactly how an ATS will process a CV, regardless of how good it may seem to the human eye.

Am I eligible for CV360?

CV360 is automatically included in our Career Centre 360 package. It is also available to most full Career Centre clients. Please speak to your Account Manager to find out more about your eligibility. One exception is the CV Review functionality, where you must be already using the Abintegro Career Centre Manager.

Where will CV360 be located in Career Centre?

CV360, if enabled on your Career Centre platform, will run on the URL, "...../cv360". It can be added to your navigation using Theme Manager, where you can decide its location and navigation description. By default, CV360 will be automatically added to your navigation next to CV Builder (if enabled).

Is CV360 unlimited usage for students?

Yes. We are passionate about ensuring that we (together with our clients) fulfil the vision that "every student has a CV that is application ready". In addition, we want to ensure our clients can best evidence the full impact on CV progress across the institution and not restrict this as a result of how many times a student can upload their CV. We do, however, have a "fair-use" policy and, if students are uploading CVs repeatedly in a very short period, the system will warn them that this is not the intended behaviour and that an annual fair usage limit applies. Note that we have currently set this limit to 50 uploads and this is subject to change.

What criteria is CV360 modelled on and how confident are you that it doesn't churn out standard box-ticked, optimised-for-computer assessment documents?

CV360 is devised to optimise CVs for any employer who uses an Applicant Tracking System (ATS) or any kind of technology in their job application process. It also covers all the CV basics, forensically – fonts, spacing, spelling, grammar, headings, sections, personal details and dates – to save you time. It then looks at the language used throughout, and identifies skills used within the CV – just as an ATS would when filtering applicants. Nothing in CV360 encourages a templated response; it simply ensures that what you write and how you present your content can be understood by both humans and machines.

Frequently Asked Questions

What research has been carried out in designing CV360?

We have designed CV360, incorporating best practice guidance from hiring managers and universities. In addition, for the last 10 years we have worked in the HR services sector alongside career transition /outplacement specialists. We have also taken best practices from the leading ATS providers and performed due diligence on the world's largest parsing systems used across the web for digital analysis of CV/Resume content.

One of the aspects of scoring considered is order and layout of structure. Who determines the order and will this result in student CVs being templated?

CV360 is not looking for a specific order and it will not encourage student CVs to become templated. The checks are designed to show students how a machine (ATS, job board, CV system, recruiter CRM etc.) interprets the document and content, and highlights to the student areas of potential omission / correction.

Will CV360 be actionable in Programme Manager?

Yes. CV360 is a "linked-action" in Programme Manager, providing you with the opportunity to create an action for students to upload their CV to CV360, and even reach a certain score (if desired). As with all linked-actions, when a student completes the action, it is automatically marked as complete in their programme and tracked for reporting purposes.

How does this fit with the need for different CV styles for different sectors/industries?

At this stage, CV360 is performing checks that are applicable to all good quality CVs irrespective of different sectors/industries. The CV Review stage allows our clients to provide the human review which can focus on more value adding aspects such as suitability for a particular industry or role. Should certain checks not be relevant to a student's particular situation, they can simply dismiss the check and focus on the feedback that is relevant.

Can CV360 be customised?

CV360 is ready to use without any customisations or configurations. There are, however, a number of optional customisations to help you to best position the product to your students. These include: product positioning options to change the CV360 name, strapline, welcome text and banner image on the CV360 landing page, in addition to the RAG status thresholds and feedback. For those clients using the CV Review service in the CCM, additional configurations include: control to turn CV review on/off at any time, CV360 review score threshold, number of CV reviews per student, feedback report description text, CV360 review panel description text.

Frequently Asked Questions

Will Careers Teams have an opportunity to set CV360 tolerances/benchmarking?

Yes. You can set CV360 score levels e.g. RAG (red, amber, green) status % thresholds and the feedback provided for each. In addition, in the CCM for CV Review, you can set the score threshold determining eligibility for a student to be able to submit their CV for review.

Can we have different versions of CV360 for different faculties, cohorts etc.?

No. Not at this time.

Can I block a specific user from requesting reviews?

No. Unfortunately this is not possible at a user-level, however you can, at any time, turn the CV Review service off, blocking any CV from being submitted for review.

What does the "Dismissed" heading relate to in the check?

Scored checks can be dismissed by the student if they believe the check is not relevant or that the CV360 results are inaccurate for any reason. The number of dismissed checks are tracked and once a check is dismissed, the score is instantly updated.

Will CVs be "accessibility" checked?

No. This is not currently possible.

When uploading a CV, is there a preferred format to use?

Yes. A Microsoft Word document works best. The system also supports many other industry-standard formats including PDF, Rich Text (RTF), Open Office, Word (all versions). If Apple Pages is used, the student will need to export it as one of these file types.

Can I add CV templates for students to use?

There are a range of CV templates already available that are e-application ready and have incorporated all the industry insight regarding the latest CV template best practice. We will be adding more templates and are happy to consider any feedback from clients to ensure these are as helpful as possible. Career Centre 360 clients can also add their own templates, for example, you could add CVs specific to faculty types.

When and why do users get reminder emails?

Reminder emails are sent to encourage users, who have only uploaded one CV and scored less than 95%, to return to CV360. They'll receive 1 reminder after 1 week, another after 1 month and another after 3 months. Emails will stop after this time or before if they upload a second document or unsubscribe.

Frequently Asked Questions

What is a typical starting score for a CV before it's amended?

From our extensive testing we have found that, for a reasonably well completed CV in Microsoft Word format, the starting score is typically in the region of 50-60%. Going forward we will be sharing insights including score performance levels and the most common checks that are failed.

Can you score different versions of your CV, e.g. for different jobs you are applying to?

Yes. CV360 allows you to score and improve different versions of your CV at the same time, using "Threads". For example, you could create a graduate CV thread and an internship CV thread.

What reporting is available to the university?

In the Career Centre Report Hub, there is a report dedicated to CV360. It covers activity details in terms of how often CV360 is used, score averages, the gain or improvement across the institution and it even visually displays the range of skills evidenced from students using CV360. You can also view individual student performance and download all records for offline analysis.

How can we can promote CV360 to students?

There's a range of ways you can promote CV360 to students. Examples include using "Share This" to create direct links to email or share on social media, featuring it in the Email Sprint Programme and including it in Career Week. We will be providing you with a promotional pack to assist you in early September.

Will CV360 work perfectly with every CV uploaded?

No. As with all systems there will be situations where CV360 doesn't interpret the content of the CV correctly. This is most likely to be due to the document format, e.g. PDF which has no real concept of words and paragraphs; it simply conveys that a certain symbol appears at a certain coordinate. We will be monitoring the performance of all checks and, where possible, will optimise the check logic.

How many CVs have already been tested on CV360?

Hundreds of CVs have been used in the testing of CV360. Going forward, we will be monitoring the performance and optimising checks to ensure they work as accurately as possible.

Can I add my own links on CV360 to other university content or pages (e.g. custom pages)?

Yes. The CV360 welcome text can be fully customised and links can be included to Career Centre content/pages or external sources from your institution.