

Project Phoenix: Rebuilding Trust in Job Listings

A data-driven proposal to enhance job quality and relevance on Naukri.com.



Naukri is India's largest job portal, but a decline in listing quality is causing customer drop-off.



1. The Position

- 70M+ job seekers
- End-to-end recruitment solution



2. The Problem

- Users are frustrated by outdated, fake, and irrelevant job listings.
- This erodes trust and platform engagement for both seekers and employers.



3. Our Focus

A deep-dive into the #1 user-validated problem: **Quality & Relevance of Job Listings.**

User research reveals a deep disconnect between expectation and reality.

Job Seeker Feedback

“ > “Despite high visibility, the user did not receive direct calls or emails from HR... The candidate suspected Naukri’s keyword search functionality was imprecise.”

Key Finding

High profile visibility doesn’t guarantee relevant opportunities.

Employer Feedback

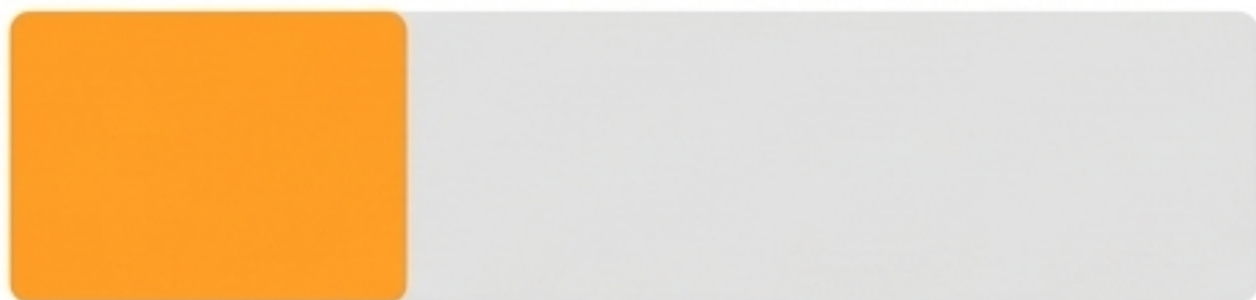
“ “An employer posted a paid advertisement... but received only one applicant over a 20-day period... and found free job boards more effective.”

Key Finding

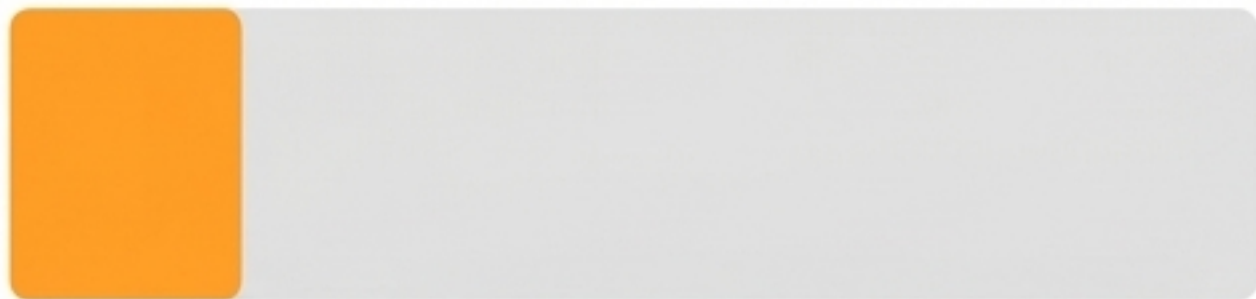
Even paid services fail to deliver if underlying quality and matching are poor.

Data confirms widespread issues with relevance and authenticity.

Key Survey Findings (from 20 users)



25% (5 of 20) reported receiving **irrelevant or outdated** job matches.



15% (3 of 20) expressed concerns about **spam or fake jobs**.



SWOT Analysis: Core Weakness

The presence of fake or duplicate job posts has **eroded user trust**.

Communication gaps after job applications further reduce satisfaction.

Central Insight

While users appreciate the *volume* of listings, the *quality* is a significant barrier to success.

The problem impacts everyone, from fresh graduates to experienced professionals.



Persona 1: Sneha, The Entry-Level Candidate



Goal: Find accessible, genuine entry-level roles.



Pain Point: "Gets overwhelmed by duplicate postings, generic recommendations, and occasional fake job alerts."



Persona 2: Ravi, The Mid-Level Professional



Goal: Find relevant roles that match his career growth expectations.



Pain Point: "Frustrated by outdated, irrelevant job listings and low response rates even after applying to multiple suitable jobs."

To address this, we will set a clear, measurable business goal.



The Goal

“Improve the relevance and authenticity of active job listings to achieve at least a 90% user satisfaction rate for job search results by the end of 2025.”

Strategic Rationale

This goal directly tackles our core weakness (eroded trust), leverages our opportunity to use AI/ML, and defends against competitors like LinkedIn and Indeed.

#1



RICE Score: 12

Implement a "Freshness Label"

What:

A time-stamp on listings (e.g., "Posted 2 days ago") with auto-flagging for old jobs.

Why:

Directly addresses the "outdated listings" pain point. A high-visibility, quick win.

#2



RICE Score: 11

Verified Employer Badge

What:

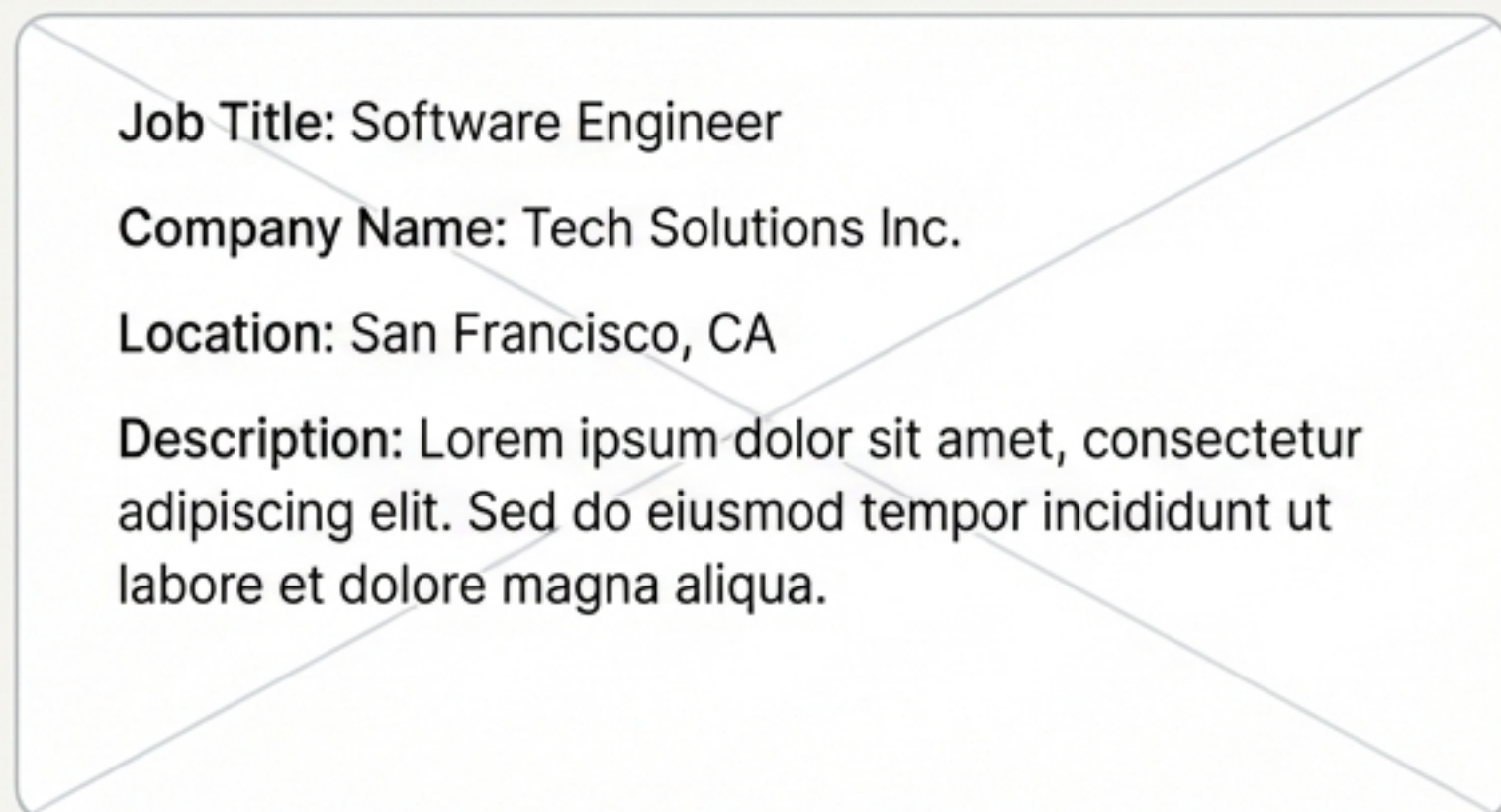
A badge for employers who complete multi-step checks (KYC, company domain validation).

Why:

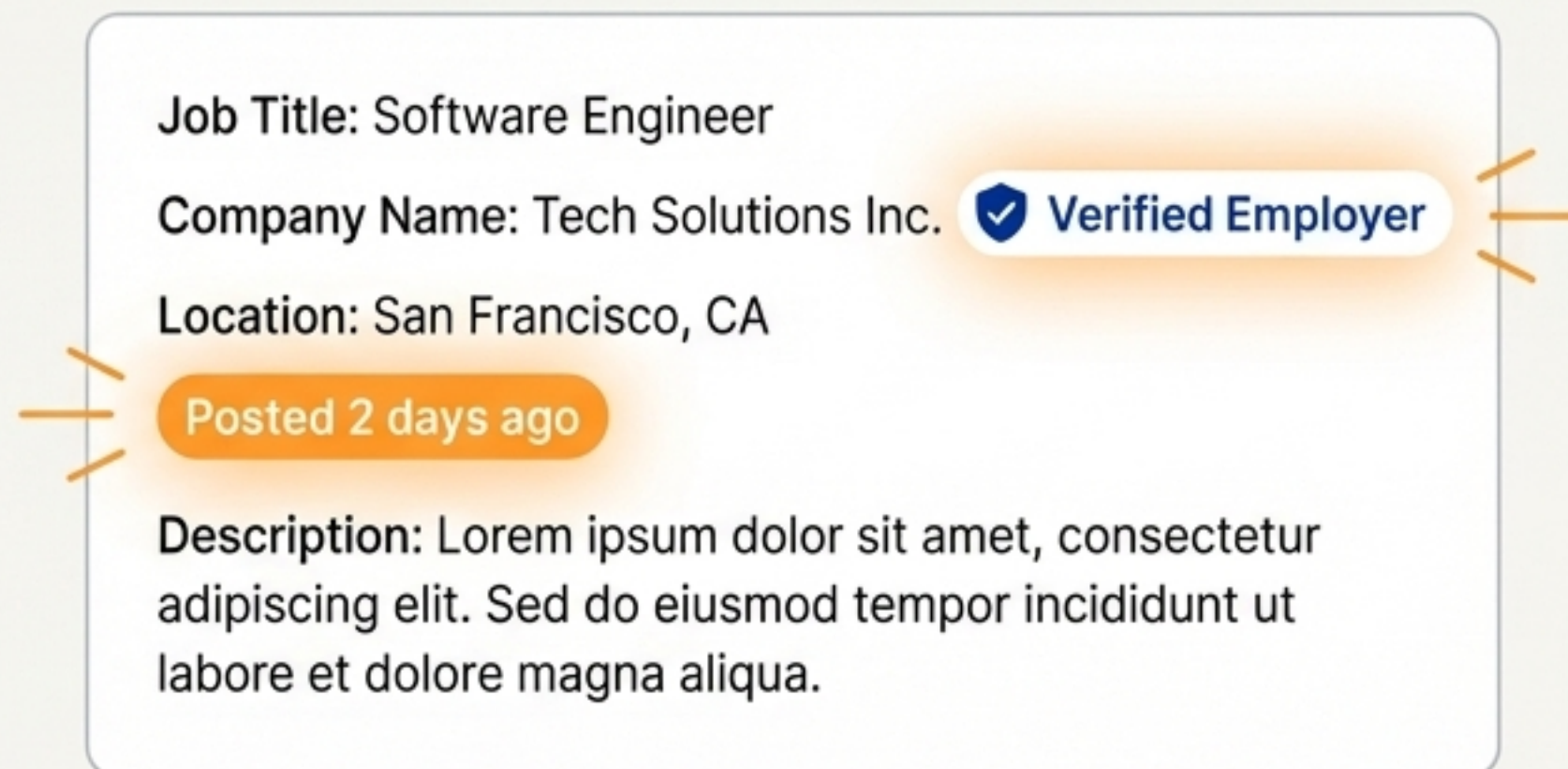
Directly tackles concerns about fake/spam jobs and builds immediate user trust.

A simple UI change can fundamentally improve the user experience.

Before



After



Key Enhancements

1. **Freshness Label:** Empowers users to filter for and trust in recent, active opportunities.
2. **Verified Badge:** Provides an immediate visual cue of authenticity, guiding users toward reliable employers.

We will measure success against clear user-centric and business metrics.

Improve Job Listing Quality & Relevance



Key Metric (Success Indicator)

User Clicks on “Fresh” Listings

An increase in the % of users who click on listings posted within the last 7 days.



Secondary Metric (Adoption)

Clicks on Verified Listings

% of applications going to jobs with a “Verified Employer” badge.



Guardrail Metric (Business Health)

Overall Application Rate

Ensure changes do not negatively impact the total number of applications sent across the platform.

Rebuilding Trust: Our Path Forward



The Problem

Outdated, irrelevant, and fake listings are eroding user trust and causing churn for both seekers and employers.



Our Solution

Implement a **"Freshness Label"** and a **"Verified Employer Badge"** to provide immediate, clear signals of job quality and authenticity.



Expected Outcome

Increased user confidence, higher engagement with quality listings, and measurable progress toward our 90% user satisfaction goal.

Next Steps

- ✓ Finalize technical specifications for both features.
- ✓ Begin Q3 development sprint.
- ✓ Secure stakeholder alignment on this proposal.