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## CoverQuick – Industry Research

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# CoverQuick : Industry Research

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## I. Abstract

The process of preparing a strong cover letter for a job application is arguably the most difficult. You should send one, of course. There is still a 50% probability that including a cover letter will be beneficial to you even if only one in two of them are read. This paper provides an detail case study over Industry watch and research of CoverQuick Organization. This paper provides information about the types of products and services CoverQuick offers and sells, Competitors of CoverQuick Organisation, Industry Changes and adaptation, and CEO's roadmap and Objective Key results which includes Business Vision, targets, plans.

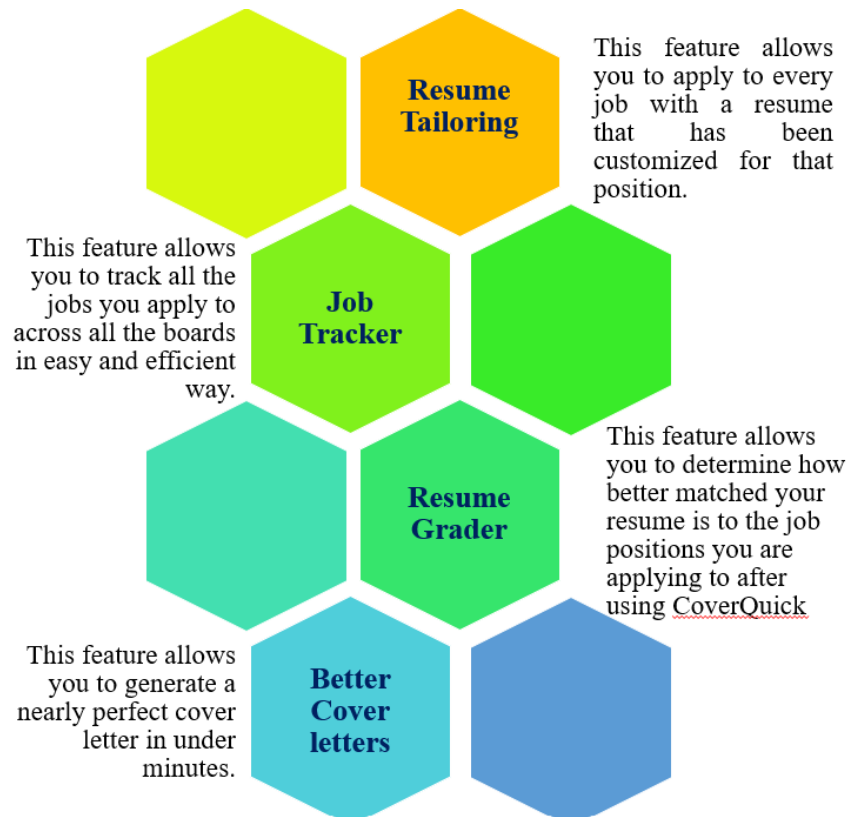
Keywords: CoverQuick, Resume, AI model, Cover letter, Predictive Hiring, Big data in Hiring, People's Analytics, Machine Learning in Hiring.

## II. Product Description

An AI-based programme called CoverQuick creates unique cover letters and resumes for job applications. By developing a customised cover letter and resume that are suited to the particular job application, CoverQuick hopes to assist job seekers stand out from the competition by utilising the most recent AI techniques. One of CoverQuick's distinctive characteristics is its capacity to produce a customised cover letter for each application, ensuring that applicants do not submit generic letters that fall flat with recruiters. AI is being included into the employment process to improve candidate tracking and lessen bias. According to CoverQuick, its software should assist job searchers in receiving superior job offers while also enhancing the overall efficacy and efficiency of the hiring process. CoverQuick is accessible through platforms like the business website.

The below statements will illustrate the product's features and applications on how it is developed. It furthermore, will also express the explanation on the importance of the product feature. It also emphasizes on how Artificial intelligence helps in building resumes, cover letters, tracks jobs, and Grade the resume accordingly.

The types of products and features CoverQuick Offers are :



1. **Resume Tailoring:** Resume tailoring in AI-based apps refers to the process of using artificial intelligence to analyze a job posting and then customizing a candidate's resume to match the job requirements. This process can be extremely helpful for job seekers because it increases the likelihood of their resume being noticed and selected by a hiring manager.

When a candidate uploads their personal information and work experience into an CoverQuick, the app uses natural language processing and machine learning algorithms to analyze the text and identify the candidate's relevant skills, experience, and qualifications. The app then compares this information to the requirements listed in the job posting and creates a customized version of the candidate's resume that emphasizes their qualifications that are most relevant to the job.

The screenshot shows a resume creation interface. On the left is a sidebar with a '+ Create' button and icons for Documents, Resume, Account, and a document icon. At the top is a navigation bar with tabs: Header (highlighted), Experience, Volunteer, Education, Projects, Skills, Awards, Certifications, Extras, and Preview. The main form is divided into sections: 'General Information' with fields for Full Name, Email Address, Phone Number, LinkedIn URL, Personal Website, and Github URL; and 'Professional Summary' with a text area labeled 'Write your professional summary...'. There is also a small 'o' icon in the top right of the Professional Summary section.

Here the job applicant has to fill all the information from Header , Experience, Volunteer, Education, Projects, Awards, Certificates, Extra. After filling the details a preview of the resume will be generated, which a job applicant can use to save or download to apply for the jobs.

## 2. Resume Grader

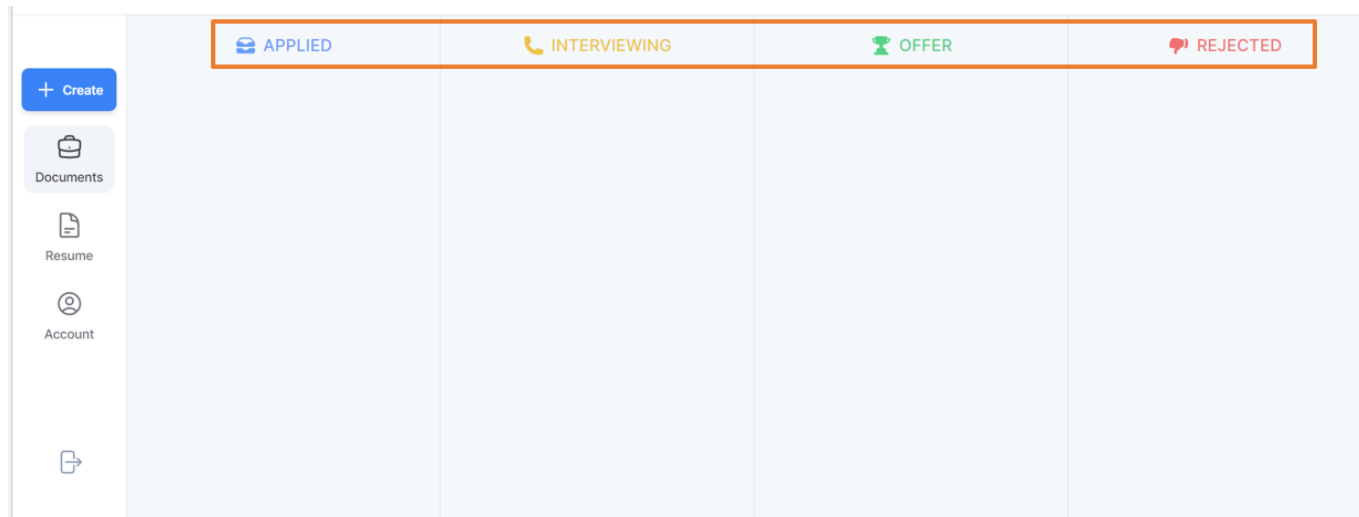
The screenshot displays the 'Resume Grader' interface. It features a sidebar on the left with the 'CoverQuick' logo and navigation links: 'Create Job Application', 'My Jobs', 'Resume', and 'Account'. The main area is titled 'Job Application Link' and shows a list of applications. The first application is 'Applied' and is highlighted. Below it, the 'Resume' section is visible, showing 'Projects and Experiences' with two entries: 'Summer Analyst' (Great Match) and 'CTO' (Great Match). The 'Cover Letter' section is also visible, showing 'Systems Engineer Intern' (Poor Match) and 'NumGPT' (Poor Match). Each entry includes a list of bullet points describing the experience.

*Resume Grader to show if the experience is relevant to apply for the Job*

In AI apps, the term "Resume Grader" refers to algorithms that assess resumes in accordance with a set of predetermined standards and offer job searchers comments. These programmes analyse resumes using machine learning and natural language processing algorithms, giving them a grade based on elements including formatting, keywords, experience, and education.

The goal of a Resume Grader in AI apps is to assist job seekers in determining areas where they may improve their resumes and raise the likelihood that companies would take notice of them. The programme gives recommendations on how to improve the candidate's resume in order to make them stand out from the competitors.

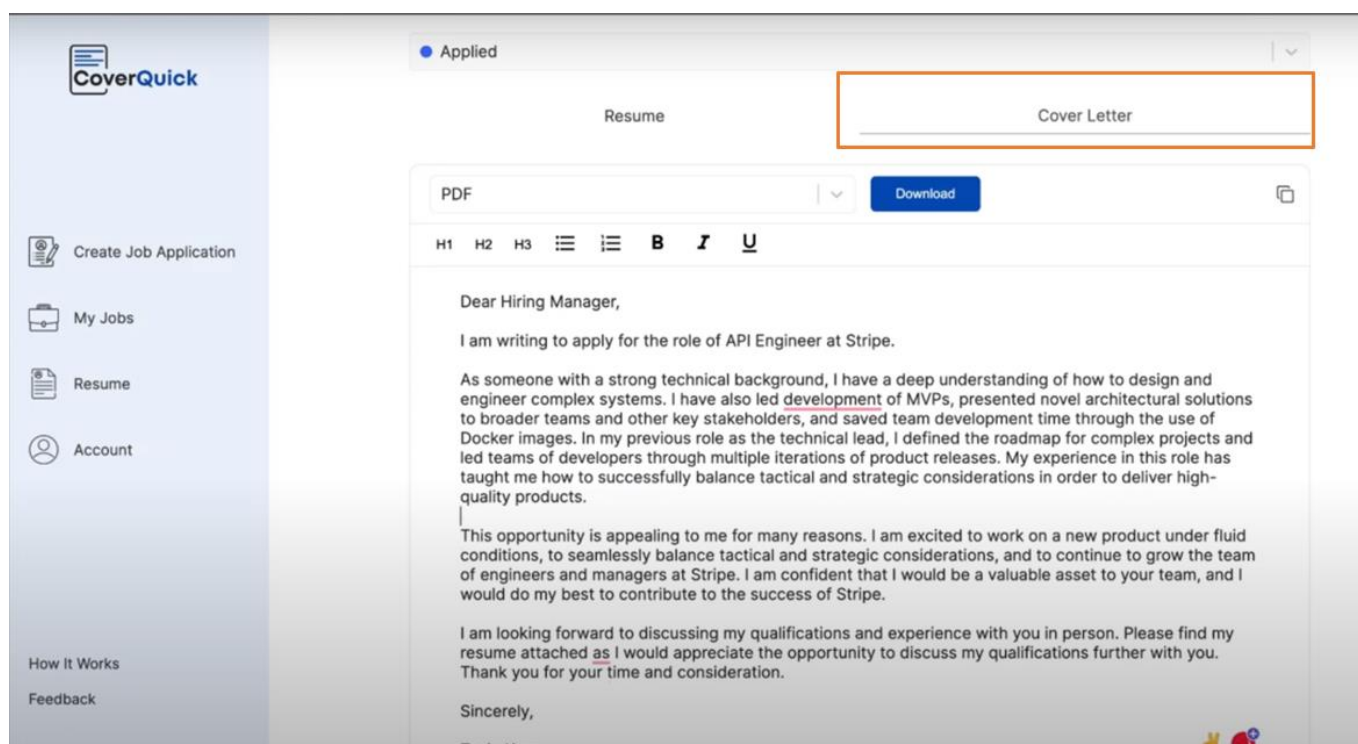
## 3. Job Tracker



This feature helps by keeping track of job applications, interviews, and follow-up actions, aids job seekers in organising their job hunt. This application is intended to assist job searchers in staying organised and focused throughout the laborious and time-consuming job search process.

Job seekers can submit information about the positions they have applied for in Job Tracker AI apps, including the job title, employer name, application date, and any pertinent notes or remarks. The software then keeps track of each application's progress, noting any significant information such as whether or not the applicant has been contacted for an interview.

#### 4. Better Cover Letter



applications employing artificial intelligence for cover letters for jobs. These programmes analyse the job advertisement using natural language processing and machine learning algorithms to produce a tailored cover letter that highlights the

applicant's skills and expertise. Job searchers can often include their personal and professional information as well as the specifics of the position they are applying for in Cover Letter in AI apps. The software then use algorithms to examine the job description and create a tailored cover letter that highlights the applicant's most pertinent qualifications.

### III. Competitor Analysis

Zety - With the use of AI-powered technologies, Zety's online resume builder assists customers in producing polished resumes. Users can choose from a range of resume templates on the website and alter them to suit their needs and interests. Zety also offers recommendations and advice on how to write great resumes, including suggestions on content, formatting, and keywords.

Zety offers a Cover Letter generator tool in addition to its resume generator so users can write personalised cover letters to go with their resumes. The programme analyses job ads using AI-powered algorithms to produce personalised cover letters that highlight the user's qualifications.

In general, Zety is a helpful resource for job seekers who want to make polished, well-designed resumes and cover letters. Users may improve their job applications and boost their chances of being discovered by employers with the use of its AI-powered tools.

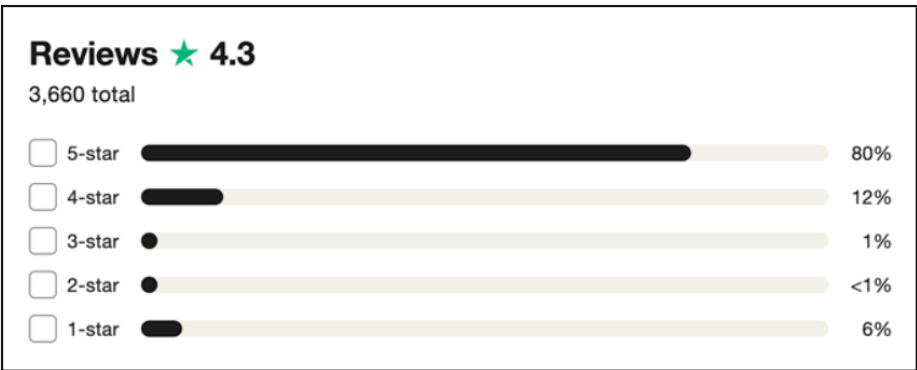
In terms of Average rating

### Zety Customer Reviews

Reading reviews from people who've used Zety will help you decide if it's right for you too. Here are examples of reviews of Zety posted by customers on Trustpilot and Sitejabber:

#### Trustpilot

There are 3,660 (and counting) reviews of Zety on Trustpilot, averaging out to a 4.3/5 overall rating.



The bulk of Zety's reviews on Trustpilot are positive.

# TopResume

TopResume is an online resume writing service that offers personalized resume writing, LinkedIn profile optimization, and career advice to job seekers. It is one of the leading resume writing services available online.

TopResume's services are designed to help job seekers create resumes that stand out from the competition and catch the attention of potential employers. Its team of professional resume writers uses industry-specific keywords and formatting to create resumes that are optimized for Applicant Tracking Systems (ATS) and easily readable by human recruiters.


In addition to its resume writing services, TopResume also offers LinkedIn profile optimization services to help job seekers create an effective online presence and increase their visibility to potential employers. The service includes a review of the user's existing profile, as well as recommendations on how to optimize their profile for their target industry and job type.

TopResume also provides career advice and resources to help job seekers navigate the job search process. Its team of career experts offers personalized guidance on topics such as job search strategy, interview preparation, and salary negotiation.

Overall, TopResume is a comprehensive resume writing service that can be a valuable resource for job seekers looking to create effective resumes and advance their careers. Its personalized services and expert guidance can help users stand out from the competition and achieve their career goals.

Jobs > Resume

ShareBookmark



TopResume

★

★

★

★

★

5,005 reviews

www.topresume.com

Write a ReviewAsk a Question

Ratings On Other Platforms


Trustpilot

★★★★★4.2

Better Business Bureau

★★★★★1.5

Corporate Values



Overview

TopResume has a rating of 4.32 stars from 5,005 reviews, indicating that most customers are generally satisfied with their purchases. Reviewers satisfied with TopResume most frequently mention cover letter, great job, and linkedin profile. TopResume ranks 5th among Resume sites.

Service

★

★

★

★

★

404

Visual Presentation and Organization

The appearance is not polished, and aesthetics matter more at the relatively early stage of your career. The ideal resume design is clean, and uncluttered, with effective and strategic use of white space.

Sometimes you shouldn't judge a book by it's cover, but in the case of your resume, this just isn't true. I found your design to be visually uneven. The look and feel of your document do not convey "experience" as much as your actual accomplishments do. Remember that your resume is your marketing tool. It's the first glimpse a potential employer has of you.

That said, your use of bullets is great! They're really helpful at highlighting the best pieces of information while breaking up long sections of text. At the same time, you shouldn't have too many bullets that they make your resume difficult to read!

Resume Writing

Career Evolution Resume Writing Package

+ 90

### 3. Rezi

Rezi is a resume maker powered by AI that assists job searchers in developing strong, optimised resumes. The programme analyses job advertisements using machine learning algorithms to find keywords and competencies crucial for the role. The resume is then optimised to make sure the pertinent keywords are included and the user's relevant skills and experiences are highlighted.


Rezi provides customers with a selection of resume templates that they can alter to meet their needs and tastes. Additionally, the site has a Cover Letter Builder that enables users to make personalised cover letters to go along with their resumes.

Rezi's compliance with ATS (Applicant Tracking Systems) is one of its distinctive features. The programme is made to produce resumes that are ATS-optimized, as these programmes are frequently used by recruiters to screen resumes according to predetermined standards. Job searchers can improve their chances of passing the ATS and being noticed by recruiters by using Rezi. In addition to its tools for creating resumes and cover letters, Rezi provides a number of other services to aid job searchers in their quest. Included in this are tools like the JobScan feature, which connects users with relevant job vacancies, the Skill Finder tool, which identifies users' top skills, and the Resume Importer tool, which enables users to import their current resumes and optimise them using Rezi's algorithms.

**Rezi** [AI Features](#) [Examples](#) [Resources](#) [Pricing](#) [Log in](#) [Create Free Resume](#)

★★★★★

Rezi is an awesome AI-based resume builder that includes templates to help you design a resume that is sure to check the boxes when it comes to applicant tracking systems. This is a great jumping off point to kickstart a new resume.

 Ashley Stahl  
Career Contributor

**Forbes**

Total Users  
**+245K**

Interview Rate  
**62.18%**

Avg. User Review  
**8.23/10**



## IV. Industry Evolution

Finding a new work can be challenging, particularly if your time is limited and your schedule is packed. Use of job analytics, or the application of statistics and data to improve hiring decisions, is one technique to make your job search more effective and less stressful.

There is a science and an art to finding a job, and I think **using analytics** may make the process much easier to handle. The choices you make throughout your job search can be influenced by analytics that are supported by the appropriate facts. Unfortunately, using the incorrect analytical data to influence your job search decisions can lead to poor results. The data I believe to be important for understanding the job search process are included below, along with some advice on how to use them to expedite and succeed in your job search.

- According to Indeed, it only takes an applicant 13 minutes on average to submit an online application to a Fortune 500 company.
- According to Jobvite's 2018 Recruiting Benchmark Report (registration required), just roughly 12% of applicants will be chosen for an interview in the majority of jobs and regions. This indicates that one in eight candidates who apply for a position will be contacted for an interview.
- According to the same Jobvite report, 28% of interviews result in job offers, which is the typical interview-to-job-offer rate. In other words, one will be given an offer for every four applicants who are interviewed.
- An average recruiter only thoroughly evaluates about 34 applicants for a position, according to statistics provided to VICE by the **Vancouver office of the international human resources company, Robert Half**. 13 or so of the 34 are chosen for interviews. According to 57 percent of recruiters, businesses interview job candidates most frequently for their relevant experience. Next on the list are soft skills and corporate culture fit (23 percent), followed by technical skills (21 percent).

### Technological changes

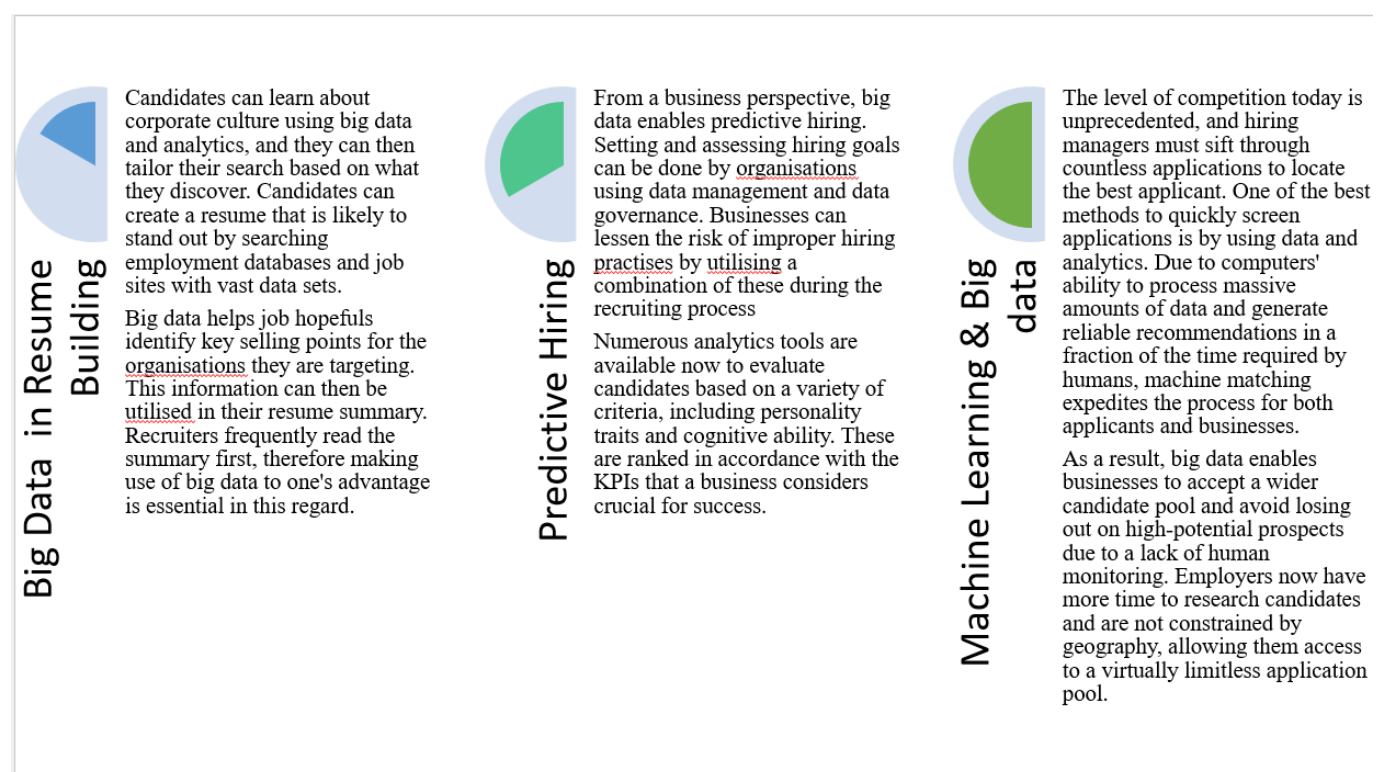
From a business perspective, big data enables predictive hiring. Setting and assessing hiring goals can be done by organisations using data management and data governance. Businesses can lessen the risk of improper hiring practises by utilising a combination of these during the recruiting process.

Numerous analytics tools are available now to evaluate candidates based on a variety of criteria, including personality traits and cognitive ability. These are ranked in accordance with the KPIs that a business considers crucial for success.

The level of competition today is unprecedented, and hiring managers must sift through countless applications to locate the best applicant. One of the best methods to quickly screen applications is by using data and analytics. Due to computers' ability to process massive amounts of data and generate reliable recommendations in a fraction of the time required by humans, machine matching expedites the process for both applicants and businesses.

As a result, big data enables businesses to accept a wider candidate pool and avoid losing out on high-potential prospects due to a lack of human monitoring. Employers now have more time to research candidates and are not constrained by geography, allowing them access to a virtually limitless application pool.

This is crucial for businesses that use offshore outsourcing, which has been shown to reduce costs, enhance diversity, and expand the talent pool. These are just a few examples of how big data is altering the employment landscape. Big data will ultimately be essential for improving the effectiveness of hiring and retaining personnel. Big data will undoubtedly become even more important as analytics software develops over time, impacting both the hiring and job-searching processes.



## V. The CEO's Diary

This CEO's work plan is decided on terms of OKR (Objective key Results) on quarterly bases. The OKR for the next Quarter will be :

1. An ideal AI-based resume and cover letter creation tool should **feature an intuitive, user-friendly UI that is simple to use**. The app should be created to walk the user through the process of creating a resume and cover letter and to provide tips and ideas to help the user improve their job application. Right now the app takes the manual details of the application instead it should fetch information from previous prepared information
2. **Templates that may Be Customised**: The app ought to include a selection of resume and cover letter templates that may be modified to meet the demands and preferences of the user. In addition to being ATS-optimized, the templates should be visually appealing and professional-looking.

3. **Improve Content Writing:** Content Writing should be technical and to the point while writing content for Cover letter or customized documents such as Thank-You-letter.
4. **Integration with Job Boards:** The app should be integrated with popular job boards, such as Indeed or LinkedIn, to help users search and apply for jobs directly from the app. The app should also offer job alerts and notifications to keep users informed of new job opportunities.
5. **Data Privacy and Security:** An ideal AI-based resume and cover letter building app should prioritize data privacy and security. The app should use encryption and other security measures to protect user data and ensure that user information is not shared with third parties without the user's consent.
6. **Improve Website:** The UI/UX of the website is basic and needs to be more professional, the website is not that user interactive and has a lot of flaws. The website should also have an option of analytics dashboard which provide information of the user analysis.

#### **The OKR for the Year would be more generic ones**

1. **Improve User Participation:** Currently 5000 users have used the CoverQuick. The retention should be 2x every day and shall possible reach to all the job applicants.
2. **Improve employee knowledge and skills:** All employees shall get feasible and abreast knowledge of the growing technology. Hence, I would make sure that some great e-learning platforms, publications, research oriented, and practical labs applications to be provided to all the department employees. Benefit would be technical department would deeply learn about new programming languages, marketing- branding-sales team would get more tools based knowledge for promotion and sales.
3. Encourage working styles: Open & humble, unity and diversity, always Day1, Courageous, teaching the styles and promote healthy work friendly environment.

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