

# Expertise Locator

## Finding the right subject matter experts ...in a flash

**Client:** The client is a global banking organization with operations in North America, Europe, and South America and has a multilingual workforce made up of experts in various industries. It supports economic and social development and regional integration by lending to governments and supporting organizations.

**Challenge:** The client needs to analyze and respond quickly to lending opportunities which often require highly specialized subject matter expertise. Finding the right expertise within the bank took days and sometimes weeks of navigating informal networks — potentially causing lost opportunities — and annually cost the client an estimated \$20M in productivity. The client approached Essextec about using artificial intelligence to accelerate and streamline this process.

**Solution:** Essextec AI and cognitive developers and architects built an Expertise Locator solution using IBM Watson® Explorer as a cognitive search and analytics engine. This solution enables employees to easily locate resources who possess the proper knowledge of a particular subject. User testing feedback revealed that the solution's recommendations were on-par with the outcomes from the former process — and the experts were located in seconds vs. days or even weeks.

In order to understand the expertise of each resource within the company, the solution ingested vast amounts of internal unstructured data such as resumes, cover letters, and annual performance reviews. It then processed that data through a pipeline in which the data was transformed, cleansed, and analyzed using custom built natural language processing models. The models determined each resource's skills and then aligned them to the client's particular taxonomy. Lastly, Essextec built a user interface which allows users to write in the areas of expertise they require and which returns a set of prioritized results based on the taxonomy.

**Benefits:** With the new solution in place, the client increased their ROI and no longer wastes critical time trying to locate the proper resources for any situation. This increased productivity also allows their resources to focus on other critical matters. The client has experienced other quantifiable benefits that include:

- > Easier to find colleagues with expertise in specific subject areas
- > Elevates knowledge management as a core competency and differentiator for the organization
- > Enhances the ability to have the optimal team of resources working on each opportunity more quickly

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Essextec Solutions  
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Industry: Finance, Banking

Solutions: IBM Watson® Explorer

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### Contact Essextec for More Information

Phone: 888-519-1518  
[exceed@essextec.com](mailto:exceed@essextec.com)  
[essextec.com/request-information](https://essextec.com/request-information)

