

AIDA JOB SERVICES

Know Your Candidate

A Case Study in Recruiter Time and Confidence

For discerning clients

Two real candidates. Two real postings. Ranked correctly, both times.

AIDA Job Services — Business Case Study — July 2026

AIDA JOB SERVICES • KNOW YOUR CANDIDATE • EXECUTIVE ANALYSIS • UNIQUE INSIGHTS



The Problem

WHAT RECRUITERS FACE TODAY

A stack of resumes that all read as “qualified” at a glance, and no fast, consistent way to tell which candidate actually fits a specific posting.

Manual side-by-side comparison across multiple candidates and multiple open roles, repeated every time a new posting or a new resume arrives.

Interviews scheduled on instinct or on a title match, with the real gaps, and the real strengths, only surfacing once the conversation is already underway.

WHAT IT COSTS THEM

Time: hours spent reading and re-reading resumes for comparisons a system can do consistently in minutes.

Confidence: a title match (“Senior Project Manager”) can hide a real specialization mismatch, or bury a specialization match under an unrelated title.

Candidate experience: candidates who are strong for the wrong role, or under-surfaced for the right one, waste both their own time and the recruiter's.

How AIDA Solves It

A candidate KYC, run before the first call.

1

Assemble the pool

Every resume in a candidate slate, or every posting in a client's search, gets parsed and structured in minutes, not hours.

2

Run a KYC-style analysis per candidate

Each candidate is scored against the posting's actual stated requirements, not a generic seniority guess, with every honest strength and every honest gap named plainly.

3

Rank compatibility, side by side

Every candidate in the slate is compared against the same posting on the same locked scoring model, producing one consistent, defensible ranking.

4

Hand the recruiter a decision, not a stack

A ranked comparison, a written assessment per candidate, and submission-ready materials, all before the recruiter has spoken to anyone.

The Case Study

Two real candidates. Two real, live postings.

THE CANDIDATES

Candidate A — Senior Scrum Master and Agile Delivery Lead, 18+ years overall experience, SAFe and CSM certified, currently at TD Bank.

Candidate B — Senior Project Manager, 15+ years overall experience, PMP and Salesforce certified, enterprise financial-services delivery background.

Both are senior, experienced delivery professionals from similar-looking career tracks, on paper.

THE POSTINGS

Canada Life — Scrum Master, Business PMO / Delivery Optimization. Names specific Agile certifications and JIRA/Confluence fluency directly.

ATB — Senior eCRM Project Manager, Governance Co-Design. Names enterprise Salesforce delivery and banking-sector governance experience directly.

Two genuinely different roles, run through the same evaluation model.

The Results

Same two candidates. Same scoring model. The ranking flips, correctly, both times.

Candidate	Canada Life Scrum Master, Business PMO	ATB eCRM PM, Governance Co-Design
Candidate A	96  Best Fit	27
Candidate B	40	96  Best Fit

Candidate A scores 96 against Canada Life and 27 against ATB. Candidate B scores 40 against Canada Life and 96 against ATB. Neither candidate is simply “better” or “worse” in the abstract; each is the stronger fit for a different, specific role, and AIDA's scoring model finds that correctly in both directions rather than defaulting to seniority or job-title pattern matching.

Why the Scores Flip

PAYAL: STRONG ON CANADA LIFE, WEAK ON ATB

Holds two of the exact certifications Canada Life names by name (SAFe Advanced Scrum Master, CSM), and lists every tool the posting asks for.

Has no enterprise Salesforce delivery experience and no Salesforce certifications at all, the core of what ATB's posting is actually asking for.

MIKE: STRONG ON ATB, WEAK ON CANADA LIFE

Has direct, personal experience managing the ATB account, plus PMP and Salesforce certifications that map exactly onto what ATB is asking for.

Holds no Scrum or Kanban certification, and Scrum Master has only ever been a secondary function within a broader Project Manager career, not his primary role.

Time and Effort Saved

A recruiter comparing even two candidates against one posting by hand is reading two full resumes closely, cross-referencing each against the posting's actual language, and writing up notes before a single call is booked, real, careful work that routinely takes an hour or more per posting, and multiplies with every additional candidate or every additional role in play.

AIDA compresses that into a single request: both candidates, both postings, scored on one consistent model, with an honest written assessment ready for each pairing before the recruiter has spoken to either candidate or either employer.

The advantage isn't just speed. It's walking into the first call already knowing where a candidate is genuinely strong, where they're genuinely weak, and why, rather than discovering it live.

Know Your Candidate.

Before you ever pick up the phone.

Coming Soon

Email aida-job-search@gmail.com for details.

Ask about our amuse bouche. Chef may offer you a little something off - menu.