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Job Boards Connect 2026

AI: What's Delivering Results Today?

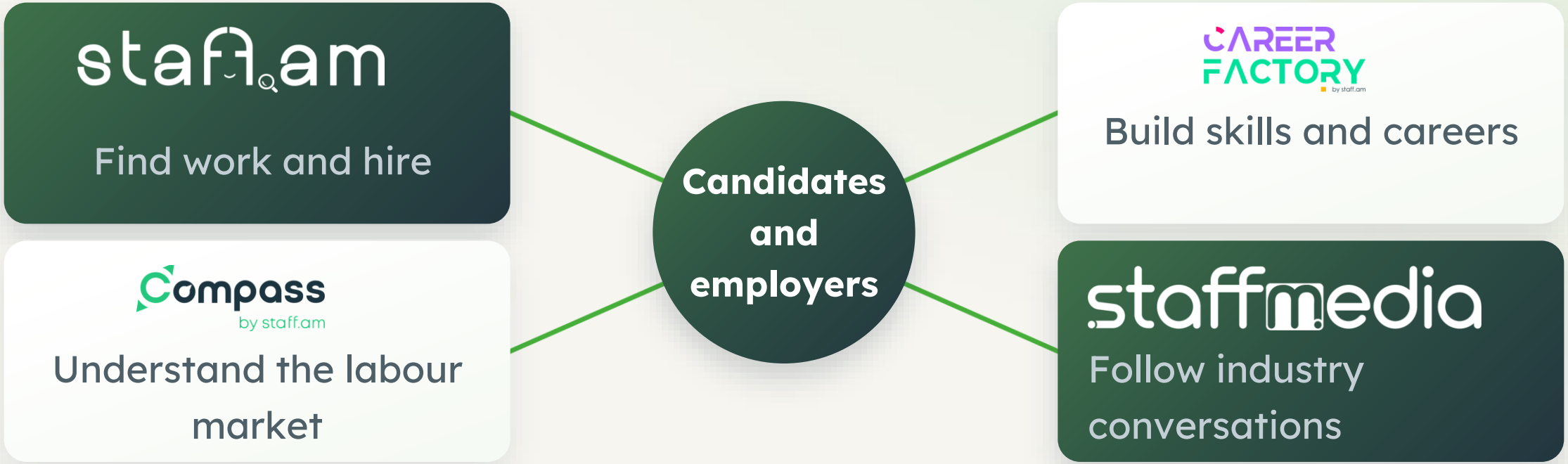
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One ecosystem, connected needs

80%
market share

40%
of the working population actively use it

10 years
and 4 ecosystem divisions



Why an ecosystem?

The job board model

- **TRAFFIC**
- **LISTINGS**
- **APPLICATIONS**

Easier than ever to replicate

What hiring actually needs

- Relevance, not volume
- Skills to close the gap
- Insight into the market
- A trusted industry voice

Job boards solve access. Ecosystems solve hiring.

Where AI fits across the ecosystem

Part 1 · Customer-facing

Matching
Jobs to the right people

AI search
Interests shown to employers

SIMO assistant
Support with each application

Apply agents
New: help candidates apply

Part 2 · Internal

Content
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Development
Code and fixes

Customer team
Sales and retention

Part 1 · Customer-facing AI



New this week

Meet SIMO

Our new AI application assistant. The first of its kind in the Armenian market.

1. Shows how the candidate matches the job
2. Suggests clearer wording from their CV
3. Candidate approves, then applies

Part 1 · Customer-facing AI · AI search

Interests meet employers

Candidate signals
Subscriptions and interests

→

AI analyses
What each candidate is looking for

→

Shown to employers
Those likely to be interested

36% better matching quality and a 42% higher candidate response rate.

Part 2 · Internal AI · Use case 1 of 3

Content: news to ready posts

Scans market articles → Prepares its own posts → Team reviews → Posted on staffmedia.am

The agent scans, finds and drafts at scale. People decide what goes live.

Part 2 · Internal AI · Use case 2 of 3

Development: Slack to code

Bug or improvement in Slack → Agent reads and implements it → Code review agent checks it → Engineering manager signs off

58% shorter turnaround time.
Minimal human review time, with code review retained.

Part 2 · Internal AI · Use case 3 of 3

Customer team: grow and retain

Billing, sales and usage data → Agent flags opportunity or risk → Customer team reviews it → Team decides on follow-up

24% more cross-sell opportunities identified in the first three months.

Not everything works yet.

Two places where AI hasn't reached the standard we need.

Part 3 · Still hard · Challenge 1 of 2

Call sentiment in the local language

1 Aim

Read call sentiment for quality assurance

2 Problem

Sentiment judgments were inconsistent in Armenian

3 Cost

Operating cost outweighed the benefit

4 Next

Testing language-specific models for Armenian

Part 3 · Still hard · Challenge 2 of 2

Designing within strict templates

> Our social media templates are strict. The AI agent doesn't follow them.

Tried
An AI agent making our social media visuals

→

Found
It doesn't stick to the template

→

Lesson
For now, our designer does it better

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Thank you

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