



Case Study

BytePlus Recommend: Powering Baitoru's Success in Part-Time Job Recruitment

The Evolution of Japan's Unique Work Culture

Japan, the world's third-largest economy, has a unique work culture that has been deeply influenced by its economic conditions, productivity rates, and societal norms. Over the past few decades, the country has seen a significant shift in its workforce structure. According to CNN, as of 2021, nearly **40% of Japan's total workforce was employed part-time or worked irregular hours, a stark increase from roughly 20% in 1990**. This rise in part-time work is a reflection of the changing economic landscape and the evolving needs of the workforce. However, this shift has also been accompanied by challenges, including wage stagnation and a lack of job security, making the search for suitable part-time jobs a critical issue for many Japanese workers.

Employed part-time or worked irregular hours

1990

20%

2021

40%

A Beacon in Japan's Part-Time Job Recruitment Landscape

In this context, Baitoru, operated by dip Corporation, has emerged as a leading platform for part-time job recruitment in Japan. Baitoru's ethos is rooted in providing a wide range of job opportunities and supporting job seekers throughout their job search process.



The platform is particularly popular among the young workforce, offering jobs that range from working in convenience stores and restaurants to becoming a foreign language instructor or translator. Baitoru's unique services, such as Workplace Videos and the Job Experience/Workplace Visit program, provide job seekers with a comprehensive understanding of the work environment and job expectations, making it a preferred choice for many.

A More Dynamic and Responsive Part-Time Job Market in Japan

Despite Baitoru's success, the increasing demand for part-time jobs and the diverse needs of job seekers present a complex challenge. This is where BytePlus Recommendation comes into the picture.

BytePlus Recommendation, with its advanced recommendation algorithms and deep learning capabilities, can help Baitoru provide more personalized and accurate job recommendations to its users. By analyzing user behavior, job preferences, and market trends, BytePlus Recommendation can enhance the job search experience on Baitoru, making it more efficient and effective. This not only benefits job seekers by helping them find suitable jobs more quickly but also helps employers find the right candidates, thereby contributing to a more dynamic and responsive part-time job market in Japan.



The Hurdle:

A Need for Breakthrough Results

Baitoru operates on a simple yet effective model. Employers can post job opportunities, and job seekers can apply for these positions. The platform's success and revenue are directly tied to the number of applications it receives — the more people apply for jobs, the more value the platform provides to both employers and employees. Therefore, Baitoru's primary goal is to encourage an increasing number of people to apply for jobs through their platform.

Despite Baitoru's significant success as a part-time recruitment platform, they encountered a substantial hurdle.

Their existing recommendation system, while functional, was not delivering the breakthrough results they desired. Although the number of new applicants was on the rise, Baitoru believed there was untapped potential for a faster, more substantial increase. Recognizing this, they turned to the BytePlus Recommendation tool for a solution.

The BytePlus Recommendation tool has the advantage of automatically recommending suitable jobs to candidates. This mechanism makes it easier for candidates to find jobs that are right for them. After adopting the BytePlus Recommendation tool, Baitoru saw a significant improvement. They replaced their existing recommendation engine with the BytePlus Recommendation tool, which led to better results and added value for the platform.

The image displays two screenshots from the Baitoru platform. The left screenshot shows a mobile app interface with a search bar, a notification for 718 jobs, and a featured job listing for 'こども作文の力' (Children's Writing Skills) with a deadline of August 1st. The right screenshot shows the website interface with a search bar, a notification for 1,684,939 jobs, and a grid of filters for selecting a region (e.g., 北海道, 東北, 九州, 中国, 四国, 甲信越, 北陸, 関東, 中部, 近畿, 中国, 四国, 九州, 沖縄) and a list of prefectures (e.g., 東京都, 神奈川県, 千葉県, 埼玉県, 茨城県, 栃木県, 群馬県, etc.).

One of the key benefits of the BytePlus Recommendation tool is its ability to customize features based on the client's needs. For example, Baitoru may have different marketing campaigns or promotions at different times or seasons. The BytePlus Recommendation tool can optimize its algorithms based on Baitoru's varying business directions at different times. The BytePlus team regularly conducts interviews with the client to collect their requirements for feature enhancements.



The Transformative Impact of BytePlus Recommend

The integration of the BytePlus Recommendation tool has catalyzed a transformative evolution in both the Baitoru web platform and mobile application, driving them towards new horizons of success.

Baitoru's web platform, operating with a tier-based pricing structure and serving a substantial daily active user (DAU) base, has strategically honed its focus on amplifying user experience and boosting conversions. Over an 18-month go-live period, this concentrated approach has borne fruit, manifesting in substantial enhancements across key performance metrics. The platform has witnessed a surge in the overall conversion per session across all scenes, a testament to the increasing number of users engaging in desired actions during their sessions. Furthermore, the Gross Merchandise Value (GMV) per session has ascended, indicating a burgeoning increase in the value of transactions or interactions during each user session.

Parallely, Baitoru's mobile application, with its tier-based pricing structure and a substantial daily active user (DAU) base, has been meticulously engineered to elevate user experience and escalate conversions. Over a 6-month go-live period, this focus has sparked impressive enhancements. The app has seen a rise in the overall conversion per session across all scenes, signaling an amplified user engagement. Moreover, the Gross Merchandise Value (GMV) per session has also experienced an uplift, contributing significantly to the platform's overall revenue.

Metrics	Web % Uplift*	App % Uplift*
Conversion per session (all scenes)	+ more than 4%	+ more than 9%
GMV per session (all scenes)	+ more than 4%	+ more than 8%
Conversion per session (cooperation scenes)	+ more than 15%	
GMV per session (cooperation scenes)	+ more than 15%	

In the dynamic landscape of part-time job recruitment, Baitoru has emerged as a trailblazer, leveraging the power of BytePlus Recommend to revolutionize its platform and application. The journey, marked by strategic focus and innovative technology, has led to significant enhancements in user experience and conversion rates, reinforcing Baitoru's strong position in the industry.

The integration of BytePlus Recommend has not only amplified the platform's performance metrics but also transformed the job-seeking experience for millions of users. The tool's advanced algorithms and deep learning capabilities have enabled Baitoru to provide personalized and accurate job recommendations, making job search more efficient and effective for its users.

The success story of Baitoru serves as a testament to the transformative potential of BytePlus Recommend. It underscores the power of technology in addressing complex challenges and unlocking new opportunities. As Baitoru continues to evolve and grow, it sets an inspiring example for other platforms in the industry, demonstrating how innovation can drive success in the digital age.

