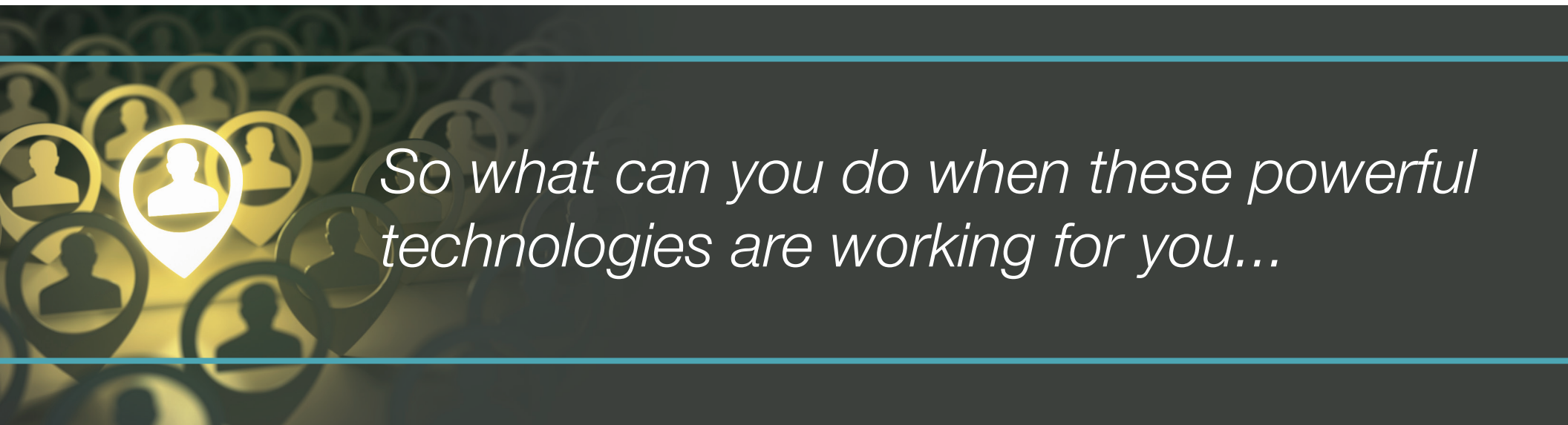




Eight **Cool** Things You Can Do

with a Talent Intelligence Platform

“” The truth is that a Talent Intelligence Platform goes far beyond what other technologies can do



So what can you do when these powerful technologies are working for you...

Your ATS keeps track of your job applicants. Your HRIS organizes your employees. Add in sourcing tools, CRM, bots, widgets, and more—there is a lot of technology to handle today. What does a Talent Intelligence Platform do that’s different?

The truth is that a Talent Intelligence Platform goes far beyond what other technologies can do. It works with your ATS and HRIS to become the engine for hiring, internal mobility, workforce diversity, and engagement. Using the full capability of modern artificial intelligence (AI) and machine learning (ML) technology, a Talent Intelligence Platform makes old sourcing and engagement tools obsolete.

So what can you do when these powerful technologies are working for you? Here are 8 cool things you can do with a Talent Intelligence Platform.

“” Thanks to a Talent Intelligence Platform, you'll face a much smaller recruiting challenge.



Recruit from All Your Sources of Talent

Many companies struggle to fill up their talent pipelines, yet most companies have plenty of people they could consider. They're just not able to access all their sources of talent.

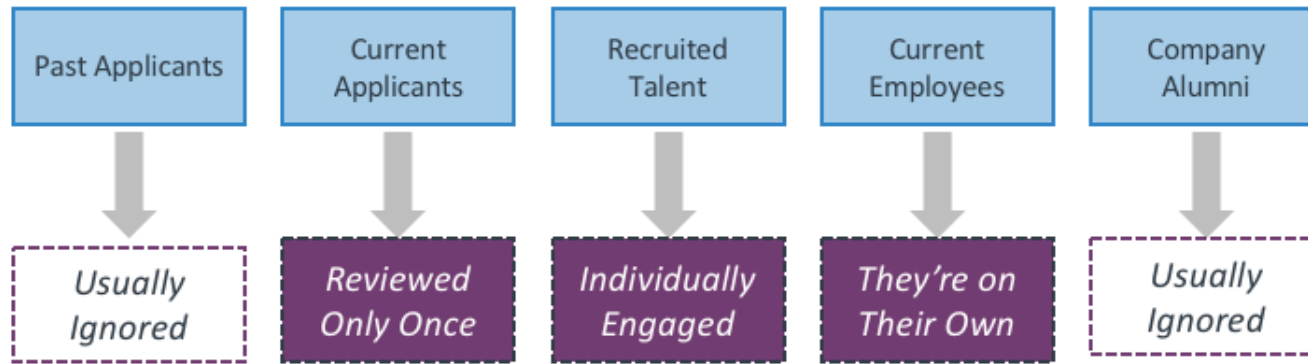
- **Current Applicants.** Companies often get hundreds of applications for every job, but the great majority aren't qualified. With no good way to review them in bulk, companies will deploy entry-level recruiters who spend an average of 6 seconds on a resume. Or they'll just ignore the inbound resumes, and file them in an ATS.
- **Past Applicants.** In time, companies can amass millions of profiles. With so much volume, even the best ATS can't be easily searched. So past "silver medalists" and other applicants are not usually considered for current openings.
- **Current Employees.** Some companies try to give a preference to internal hires, and deploy a separate system to do so. It's then up to the employees to look for a transfer. This inefficiency leads to few internal hires.
- **Past Employees.** Companies now recognize that alumni are a valuable source of talent, but must create one-off programs to engage them.

Facing these challenges, talent acquisition teams often choose to focus on recruiting their own pipeline of talent. Yet even this can be a struggle because recruiting is usually manual, and has a low response rate.

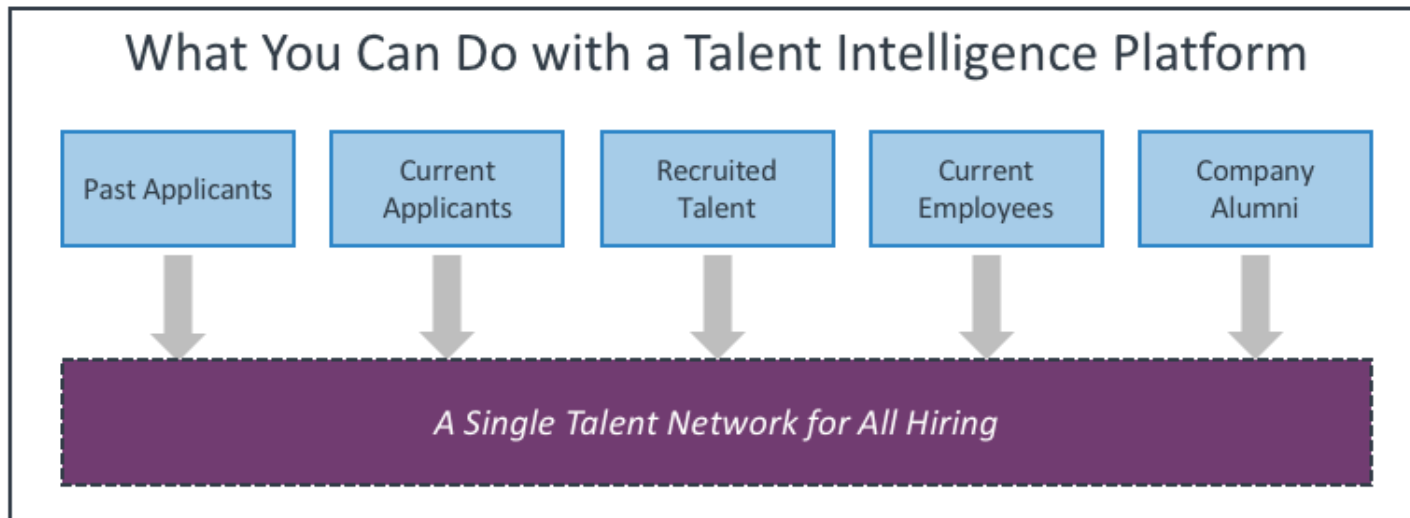
With a Talent Intelligence Platform, all of your valuable sources of talent are joined in one database. A powerful analysis model, with billions of data points, evaluates dozens of signals for each person. Recruiters can then find the most qualified people for any role immediately, taking into consideration every person who has ever come into contact with the company. You can still go build a new pipeline—but with full pipelines instantly built for 91% of your open roles, thanks to a Talent Intelligence Platform, you'll face a much smaller sourcing challenge.

“” Thanks to a Talent Intelligence Platform, you’ll face a much smaller recruiting challenge.

What You Can Do with Old Tools



What You Can Do with a Talent Intelligence Platform



“” For the first time, recruiters can actually find non-traditional talent on an even playing field.



Find the Capable People No One Else Can Find

Whatever sources of talent they are using, recruiters today are limited by their tools. They are forced to run similar searches in many different places, using up their valuable time on repetitive efforts. And the searches they run are nearly always keyword-based.

These limits mean that recruiters are limited in the ways they can find people. Need people with professional skills? Then only consider people with degrees. Hiring in a competitive industry? Then start with people who have already worked at a competing company. Want someone for a particular job title? Then recruit people who already have that title.

Such methods exclude a lot of people—especially people from underrepresented groups. But they're often the only option with available tools.

With a Talent Intelligence Platform, candidate qualifications are considered based on whether they can do the job. The analysis model reveals which parts of a candidate's profile predict future performance, using ML technology for very high accuracy based on past outcomes. In some cases this prediction can be driven by education, prior company, prior title, and other traditional factors. But in many cases, these signals show the “diamond in the rough”: the brilliant candidate who has the skill and the will, and who would never have been discovered by a saved search.

For many years, thought leaders in recruiting have discussed how they seek “non-traditional talent”. For the first time, recruiters can actually find this talent on an even playing field. The recruiters who use a Talent Intelligence Platform will find them first—before their competitors do.

“” *Instead of a painful afterthought, analysis becomes a core part of the talent mission.*



Track and Measure Everything

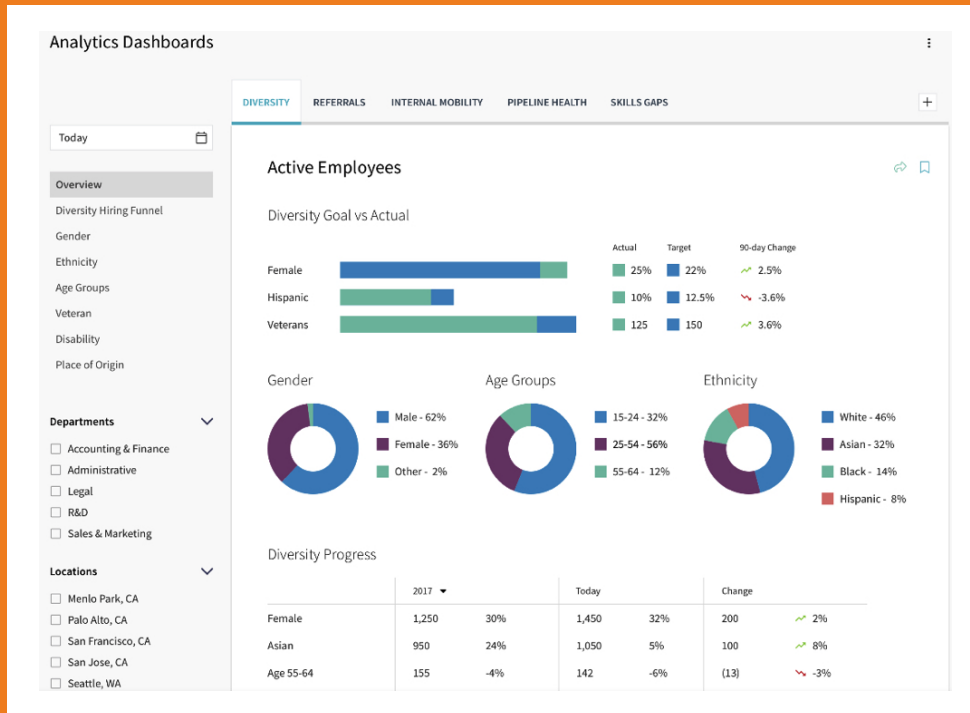
Recruiters can often report on their own activity without much trouble. The difficulty comes from trying to measure how the entire talent process is performing.

With each recruiter preferring different tools, and with lots of disconnected tools, companies struggle to answer even simple questions about their hiring. Are we hiring enough diverse talent, and if not, where in our process are we losing this talent? Which positions are we hiring too slowly? What outreach methods work for each type of candidate? Is a new strategy having an impact?

To answer such questions, companies have to set up data warehouses, create fiddly integrations among software packages, and acquire special analysis tools. Then they need dedicated data analysts, and often use expensive outside consultants to help make sense of it all.

With a Talent Intelligence Platform, comprehensive measurement is built right in. Companies can start to track every aspect of their hiring process using every available data point, without the need for dedicated tools. Instead of a painful afterthought, analysis becomes a core part of the talent mission. Recruiting teams can do their work much better, and prove the positive impact of their efforts.

“” Instead of a painful afterthought, analysis becomes a core part of the talent mission.



A Talent Intelligence Platform has complete reporting built in. These examples show two dashboards for diversity, one for current employees and one for the talent pipeline. Without a Talent Intelligence Platform, a company might employ several people just to gather this data.

“” The reality is that most people don't want to change jobs only to do the same work again.



Hire for Potential, Not for Past Job Titles

How do you know if you have a qualified candidate? For recruiters today, finding someone who has done the exact job before is the safest way to hire. Will you, or your hiring manager, believe that someone with a different job can take on a new role?

But the reality is that most people don't want to change jobs only to do the same work again. They want to go on to the next thing in their career, and in their life. If the job you are offering is that next thing, how could you prove it?

This problem can often make both job seekers and hiring managers risk-averse. Hiring managers will be concerned that they have no other way to predict a successful hire. Workers will worry that they may be taking the wrong leap. Everyone ends up less satisfied and less successful.

With a Talent Intelligence Platform, you no longer have to worry about job titles. The analysis model that finds your non-traditional candidates is also discovering what job a person is most likely to take next in their career, and be successful in.

For example, a person who has been an associate for two years may be ready to become a manager, because people with that person's career trajectory and background have successfully made that transition. In the world of legacy tools, that transition happens only if the person's current company promotes them—rarely would they be “promoted into” a new company. But if you're hiring for a manager, you'd want to know that this person would be a great hire.

“” Both recruiters and hiring managers can make bias-free decisions.



Eliminate Hiring Bias

Removing bias from hiring has been an ongoing struggle. As companies have pursued goals in diversity and inclusion, they have often been limited by a lack of effective tools.

The best tools in the past were targeted recruiting of underrepresented groups, public relations, and internal training. While worthy efforts, these tools have typically failed to create large impacts on workforce diversity.

Research has consistently shown that such top-down programs don't impact the unconscious biases that affect individual recruiters and hiring managers. Even though they mean well, these individuals are still biased—we all are. Bias remains a stubbornly challenging problem, but not one that resists all solutions.

With a Talent Intelligence Platform, a totally level playing field is created at critical stages in the hiring process, eliminating bias. A candidate's application can be stripped of all indications of gender, race, age, ethnicity, educational institution, and other common sources of bias, leaving only the information relevant to predicting the candidate's job performance. Both recruiters and hiring managers can make bias-free decisions, and company mandates around diversity hiring can be enforced on the process.

Such Candidate Masking has already been proven to create dramatic shifts in the candidate pools called for interviews, leading directly to more diverse hires.

“” Both recruiters and hiring managers can make bias-free decisions.



 **Nicole Davis**
Software Engineer at Google | San Francisco Bay Area

- 🕒 15 years of total experience
- 📁 Software Engineer at **Google** 4 years
Senior Software Engineer at **Lone Wolf Technology** 1 year
Software Development Engineer II at Microsoft at **Zune Catalog Backend** 5 years
See More (3)
- 🎓 **Carnegie Mellon University** Bachelors, 2003



 **Software Engineer at Google**
San Francisco Bay Area

- 🕒 8+ years of total experience
- 📁 Software Engineer at **Google** 4 years
Senior Software Engineer at **Startup** 1 year
Software Development Engineer II at **Microsoft** 3+ years
- 🎓 **Top School** Bachelors

On the left is a candidate profile in a Talent Intelligence Platform seen without masking. On the right is a masked version of the same profile. Masking retains the relevant facts about the candidate while hiding evidence of gender, age, ethnicity, geographic origin, and education.

“” This type of automated engagement leads to much higher response rates.



Automate Your Talent Engagement

Modern recruiters are marketers. Their job is not only to deliver pipelines of qualified talent. It's also to convince candidates to apply for their open role, and take the job if offered. This work requires constant outreach and convincing.

To help automate this process, recruiters are using tools very similar to those that marketers use to promote products. These CRM tools increase a recruiter's power, but they are still highly manual. A recruiter must create groups of individuals, then target specific messages to these groups. It can be a trial-and-error-filled process with little feedback to show what works.

With a Talent Intelligence Platform, candidate engagement becomes much more effective. A Talent Intelligence Platform can select the best audience for any message, based on the interests and background of each individual. There is no need to pre-select who receives a message.

For example, a campaign promoting technical content will be sent only to engineers who have skills relevant to the content. An email promotion for a women-at-work event can go only to female candidates—even if, with Candidate Masking, the recruiter does not know the gender of any one candidate. What's more, the content of the email can be personalized using an accurate prediction of individual interests.

This type of automated engagement leads to much higher response rates, so that talent marketing can have the impact it is supposed to.

“” This type of automated engagement leads to much higher response rates.

	Number of Campaigns	Total Emails Sent	Email Open Rate	Email Click-Through Rate
Company A	1	28,685	38%	5%
Company B	2	13,209	53%	19%
Company C	13	11,069	83%	18%
Company D	1	10,187	79%	19%
Company E	4	2,070	65%	8%
Historical Results			18 – 25%	2 – 4%

A Talent Intelligence Platform can automatically select who receives an email based on their interests. This table shows the real results of email campaigns sent using a Talent Intelligence Platform during September, 2018. Open and click-through rates were all higher than the historical results of these companies.

“” Use natural language processing AI to read and analyze resumes in bulk.



Upload and Use Resume Books Instantly

Job fairs are a tried-and-true way to locate talent. But they are also exhausting. Teams of employees stay up all night with printed resume books, deciding who to interview the next day. Recruiting teams come back from events with stacks of paper, then must wait for data entry to be completed before they can reach out to these individuals.

Digital resumes, sent in to career sites by the thousands, are bad enough for sourcing teams. When resumes are on paper, as they often are at job fairs, the resulting burden is overwhelming.

With a Talent Intelligence Platform, resume books are no longer a burden. A Platform can use natural language processing AI to read and analyze resumes in bulk and with greater accuracy than manual data entry. Far more than simply scanning the documents, the AI will run the candidates through the analysis model and immediately recommend which person should be called for which job.

The power of AI can handle a 1,000-resume packet, the cause of weeks-long delays and sleepless nights, in about 4 minutes.

The Talent Intelligence Platform goes beyond what simple scanning and keyword-identification software can accomplish, ensuring that the value of an investment in job fairs is maximized every time.

“” You can finally work the way that you’ve always wanted to.



A Cool Day with a Talent Intelligence Platform

As a recruiter, what would your typical day look like with a Talent Intelligence Platform?

- Each morning, the inbound resumes from overnight have already been matched to the correct roles. Instantly see who you should contact to set up a screening.
- Set up new roles with hiring managers easily. At the end of a 20-minute meeting to launch the open position, you’ll have an immediate pipeline of qualified talent from your existing network with no further sourcing needed.
- Ensure your pipeline meets your company’s goals for diversity and quality, then send profiles to the hiring manager for review without bias—hiding all personal details of the candidates.
- The resumes gathered today from the university teams and others out at job fairs are already in the system—and matched to best-fit positions.
- Nurture emails are sent to groups of candidates without building lists manually, and get higher response rates.
- You, and your HR and executive business partners, can access real-time dashboards showing the complete impact of the hiring process.
- You and your recruiting team can spend your time recruiting: talking to great candidates and getting them through your hiring process. Many of the manual tasks have been taken out of your day, so you can do what you do best.

Eightfold has developed a Talent Intelligence Platform that delivers all of these cool capabilities, and more. With Eightfold’s technology, you can finally work the way that you’ve always wanted to. An AI-powered Talent Intelligence Platform makes it possible.

“” *Eightfold delivers the Talent Intelligence Platform.*



Eightfold™ delivers the Talent Intelligence Platform, the most effective way for companies to identify promising candidates, reach diversity hiring goals, retain top performers, and engage talent. Eightfold's patented artificial intelligence-based platform empowers enterprises to turn talent management into a competitive advantage. Built by top engineers out of Facebook, Google and other leading technology companies, Eightfold is based in Mountain View, California.

For more information, contact us at 650-265-7380 or info@eightfold.ai