Case Study: 2020 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.
Learn more about the HR Tech Awards.

Company Name:	HiringSolved
Website URL:	https://hiringsolved.com/
Insert Logo (JPG/PNG):	HiringSolved
Key Customers:	Lowe's, IBM, AECOM, Cisco, Memorial Sloan Kettering and IBM
Category:	Talent Acquisition: Best Innovative or Emerging Tech Solution

About The Company

HiringSolved was founded in 2011 to solve difficult hiring challenges. An AI and Machine Learning pioneer, HiringSolved built a web sourcing talent database that developed expertise with candidate data and provided front row insights into the challenges of the Talent Acquisition industry. In 2020, the Talent Acquisition industry spends over $250 Billion a year playing matchmaker between getting the right job descriptions and sorting through candidate profiles to find the best talent. Despite all the money spent, the industry cannot accurately communicate what they are hiring for or evaluate candidate skills. HiringSolved fixes this problem with Talent Intelligence and saves recruiters 25-50% of their time finding the right candidates. More importantly, Talent Intelligence solves the difficulties of big and disjointed jobs and talent data and makes it easy for recruiters to adopt the solution.

HOW HIRINGSOLVED FIXES HIRING

THE PROBLEM
Misalignment between expectations and reality for hiring managers and recruiters.

HiringSolved applies Talent Intelligence and data normalization to the recruiting workflow

THE SOLUTION
A single search interface with valuable data insights to realign expectations with reality and increase productivity.

(HiringSolved fixes the misalignment of job descriptions and resumes with a Talent Intelligence Platform)

HiringSolved's Talent Intelligence gives users the power of market, internal candidate, and jobs data to make better hiring decisions more quickly. Talent Intelligence serves any company with a significant hiring need where time to hire and cost of hire are important metrics for the organization. HiringSolved offers Talent Intelligence in over 50 languages, and supports companies, across the globe, in all industries. HiringSolved clients include Lowe's, AT&T, AECOM, Sodexo, Cisco, Memorial Sloan Kettering, and IBM. Their customers also range in size from less than ten employees to hundreds of thousands of employees.

Customers can begin using Talent Intelligence in 90 days or less. HiringSolved's Customer Success team of industry-leading practitioners works with each customer through a formal implementation process to deliver an implementation that aligns with a company's hiring workflows, ensures that the team is trained, and provides ongoing support. HiringSolved's Customer Success team received an NPS score of 50 from its customers in the last 12 months. Most importantly, HiringSolved helps customers achieve significant time-savings and gives recruiters time back to spend with candidates.

Finally, HiringSolved recently launched their first job seeker app, Paths, to help job seekers harness jobs and market data to connect them with the best jobs based on their interests, skills, experience, and career aspirations. They look forward to presenting Paths for the HR Tech award next year.

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2020 HR Tech Awards Case Study
HiringSolved: Best Innovative or Emerging Tech Solution

Problems The Technology Solves

40-60% of known candidates for open jobs already exist in internal talent pools for companies with significant hiring needs. Yet, in the war for talent, recruiters often find that they have to invest in more tools and solutions to see more candidates to find the right talent. These investments add complexity and workload and often results in the organization being no more competitive in hiring talent than its competitors. HiringSolved fixes this problem through a Talent Intelligence Solution.

Talent Intelligence offers recruiters the tools to understand how requirements in job descriptions affect the size of the candidate pool that qualifies for the job, and the ability to find the right talent through candidate resumes. Many recruiting tools offer limited abilities to find candidates, allowing recruiters to search by the latest job title. Job titles often come in different forms and don't convey the level of expertise or skill that a person has. Assessing candidates forces recruiters to use bias-prone techniques, including questionnaires, arbitrary distance limits, and data management tactics, to filter talent pipelines.

HiringSolved, in real-time, can:

- **Unify talent repositories** through an integration across all of your talent repositories to give you one view of your talent inventory.
- **Unlock the power of hard-won internal data** by searching through every single data point with one system.
- **Save time by aligning hiring manager expectations to job description realities** by analyzing job descriptions for essential skills and automatically matching existing candidates (including diversity candidates). Additionally, gain insight into market workforce and competition for like resources data to drive better recruiting strategies.
- **Increase efficiency and productivity** by reviewing, qualifying, and scoring all job applicants immediately.
- **Decrease unconscious bias** by instantaneously contextualizing candidate experience against job requirements.
- **Streamline hiring processes by being an all-in-one user interface** where recruiters can do everything from sourcing a candidate to qualifying them to candidate outreach.
- **Build data-driven sourcing strategies** by using historical insights from previous successes to help manage the right talent pools.

Talent Intelligence offers recruiters an incredible advantage to save time and think more strategically about the hiring process. They empower teams to repurpose the time-savings created with their automation to be strategic by connecting market data with internal, historical numbers. Strategic recruiting means that recruiters can now meet with hiring managers armed with talent intelligence—who have they hired historically? What skills fit the needs of the role they are discussing? By making internal, historical data accessible and pulling in market data for candidates and US jobs, organizations now have the insights they need to make strategic decisions. These decisions reduce time-to-fill, improve culture fit, and improve retention.

With HiringSolved, AECOM sped up its ability to get to the candidate 300%, surfacing more candidates through HiringSolved's deep searching and matching of job experiences, including the discovery of a diversity candidate, and reducing its false-positive rates of unqualified candidates. Lowe's found over 750K candidates from its internal data and hired over 70K candidates within 90 days.

Client Case Study

AECOM is a multinational, global infrastructure Engineering firm with 87,000 employees worldwide. In 2019, AECOM was ranked number 157 on the Fortune 500 list. Over three years ago, HiringSolved reached out to AECOM to discuss HiringSolved's social web product as well as an early version of their Talent Intelligence solution. AECOM had invested in a robust but complex ATS solution (Kenexa BrassRing). Kenexa BrassRing (KBR) required months of training for users to gain proficiency in using the tool. While it offered robust recruiting workflows, candidate rediscovery was challenging. Given the challenges of candidate discovery in KBR, AECOM invested in additional sourcing strategies to augment their North American TA team's capabilities. First, it invested in external data (LinkedIn, Indeed, etc.). Second, it furthered its investment in a CRM solution (first SmashFly, then Avature) to create a Recruitment Marketing strategy to build its internal talent network. The result was a significant increase in the volume of candidate data scattered across three critical sources for recruiters to access when hiring for talent.

AECOM North America consisted of 51 recruiters. Their yearly workload involves these activities:

- conduct over 20,000 talent databases searches
- create over 2,000 talent pipelines
- interact with candidate profiles over a quarter of a million times

AECOM IMPROVEMENT WITH HIRINGSOLVED

AECOM SCORECARD

Hours spent recruiting before HiringSolved	102,000
Efficiency gained with HiringSolved	20%

20,000+ Hours Saved

How HiringSolved did it:

- Better search with structured and centralized data
- Candidate matching via machine learning
- Automated resume reviewing and scoring
- Reduction in cost of contacting and advertising
- **Bonus:** Increased visibility of diverse candidates

(AECOM saved over 20,000 hours/year from efficiency gains due to HiringSolved)

Typical of many TA organizations, AECOM North America Recruiters searched through their ATS and CRM systems to look for possible candidates to contact for their search. In this case, it meant searching across two global databases totaling 2.6 million candidates. AECOM tested their ATS for a Senior Electrical Engineer Search. Here are the findings:

The KBR search involved job title and keyword searches. This search returned 173 candidates. A similar search in HiringSolved yielded 89 total candidates. The AECOM team's initial reaction was that HiringSolved's candidate discovery yielded inferior results. Recruiters wanted to uncover as many candidates as possible to fit their search. However, a closer inspection of results showed a different result. KBR's search yielded 83 true positives. It also produced 90 false positives. Location and proper level of experience were also important factors in the search. Because of KBR's limitations, the recruiter had to review all the results to exclude the false positives manually.

HiringSolved uncovered 86 true positives and three false positives. One candidate wasn't currently living in the country, one turned out to be the wrong level candidate, and the final was a B-level quality candidate. HiringSolved matched the 83 candidates found in KBR and discovered three additional candidates that weren't uncovered by KBR. The level of refinement in HiringSolved's parsing and data normalization process meant that their AI found three additional candidates based on skills, experiences,
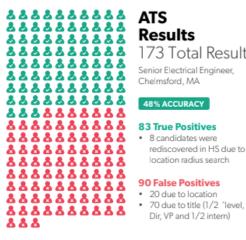
and other possible job titles for Senior Electrical Engineers. HiringSolved's search had a 96% precision rate compared to KBR's 48% precision.

AECOM followed this test with a second comparison (HiringSolved vs. their ATS and CRM). The second side-by-side showed the power of HiringSolved's unified search versus multiple, individual searches. Again, AECOM saw a similar improvement from HiringSolved.

Both the KBR and Avature search returned 50 candidates. The initial search of HiringSolved returned the same 50 candidates. Refining the analysis for a quality search showed 49 candidates in the ATS/CRM systems and 9 for HiringSolved.

This analysis included a review of the time spent performing the search. For the initial search, the ATS/CRM search took 65 minutes to get to the results. Additional refinement of the KBR/CRM search took another 20 minutes. Getting to both the initial long list of candidates and shortlist of qualified candidates took 20 minutes for HiringSolved. On this one search, the AECOM recruiting team saw 65 minutes of time-savings.

SYSTEM COMPARISON TEST #2

METRIC	BAU RESULTS	HIRINGSOLVED RESULTS	TIME SPEND RESULTS	EFFICIENCY
Profiles Long List	ATS: 49 CRM: 1	50	ATS: 65 min for 50 profiles HiringSolved: 20 min for 50 profiles	*45 minutes* saved using HiringSolved
Quality Match Review	49	9	ATS: 65 min CRM: 33 min HiringSolved/ATS: 20 minutes *(included filter, full profile review, diversity search and CSV export)*	*20 minutes* to source short list of 9 and send to recruiter

The AECOM analysis showed how a unified database with enhanced searching is better at delivering results and improving efficiency. Here is a summary of the AECOM analysis.

- 3X Faster Search: HiringSolved searched the entire data set and developed a candidate shortlist in just 20 minutes compared to Kenexa Brass Ring's performance at 65 minutes. When factoring in an ATS/CRM comparison against HiringSolved, more data sources add more time to the sourcing effort, increasing HiringSolved's efficiency.
- Precision Results: Kenexa Brass Ring returned a total of 173 candidates. 90 of those results were false positives after the AECOM recruiter evaluation—a 48% accuracy rate. HiringSolved returned 89 results with 86 verified by AECOM as true positives, resulting in a 96% accuracy rate.
- Uncover Diverse Talent: Recruiters were able to compliantly boost diversity results (gender, ethnicity, and veteran status) in one click. Because HiringSolved's advanced neural network is built on semantic search and doesn't rely on keyword searches, HiringSolved reads every resume thoroughly to ensure that no qualified candidates are inadvertently left out.
- Opex Savings of 20%+: Across all of their searches, HiringSolved can save recruiters a minimum of 20% sourcing for candidates. These time-savings are a minimum of 1 day a week that recruiters can dedicate to spend more time engaging with candidates.

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AECOM is rolling out HiringSolved globally to scale its operational savings and productivity. HiringSolved gave AECOM's global partners immediate, and compliant access to 2.6 million candidates in AECOM's ATS and CRM databases. Thanks to HiringSolved's intuitive interface, the global teams were trained on the platform in one hour and produced results in a few weeks—versus spending weeks on onboarding alone.

With HiringSolved's newest release, AECOM's global TA teams will be able further to reduce time and effort with the enhanced automation. HiringSolved will double the time-savings per recruiter through the following functions:

- Analyze job descriptions for essential skills and requirements
- Review, qualify, and score job applicants
- Search, source, and match candidates to jobs
- Prioritize diversity hiring to meet diversity goals
- Automate candidate engagement as part of a talent acquisition workflow

Customer Testimonials:

"HiringSolved is my favorite software tool right now because of the efficiencies it creates. It is accurate, flexible, and the quickest way to search for candidates - hands down - than any other system!" – Carl Kinnear, Senior Resourcing Advisor, Talent Acquisition, Middle East and Africa

"HiringSolved is the missing link between our ATS & CRM; so that we can data mine within those systems."
- Daniel Flifel, Head of Talent Acquisition, UK, Ireland, and Continental Europe

About Lighthouse Research & Advisory

Lighthouse Research & Advisory is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

Ben Eubanks is the Chief Research Officer at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, Artificial Intelligence for HR, was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of We're Only Human, a podcast focused on the intersection of people, technology, and the workplace.

He hosts HR Tech Talks, a livestream show on LinkedIn and YouTube featuring a variety of vendors from across the HR technology industry. In addition, he founded and operates upstartHR.com, a community serving HR leaders that has reached more than one million readers since its inception.