Tech Brief

Cangrade

March 2021

Company Background

Company At-a-Glance	
Headquarters	Cambridge, MA
Year Founded	2014
Market Focus	Larger organizations with high-volume recruiting, especially sales and service roles, with options for organizations of all sizes
Customers	Confidential
Top Key Clients	Wayfair, Unum, Applied Industrial Technologies
Key Industry Verticals	All
Website	https://www.cangrade.com/

With a clearly stated commitment to diversity and candidate experience, Cangrade uses AI-driven predictive analytics based on scientific research to help organizations tie their hiring to personality data and KPIs to hire only the best fit candidates, without adverse impact to any groups. Cangrade's hiring assessment measures 50 personal traits to predict employee success and engagement in the role, creating better business outcomes.

Analyst Insights

Our brand-new Global Talent Acquisition Priorities 2021 study about talent acquisition trends shows that virtual hiring is a top priority for the coming year, but it also shows that the pandemic exposed a significant recruiting technology gap in employers' ability to screen candidates for fit and competence without seeing them in person. Interestingly, research on the candidate perspective on virtual hiring tells us that candidates actually desire assessments and video interviews that allow them to demonstrate what they are capable of. Employers are wondering how to put those two data points together and make it all work!

That's where Cangrade has found its niche. To help employers hire the best candidates for their high-volume, high-impact roles like sales and service, Cangrade has developed a science-based assessment that measures 50 personality traits, including how they interact, to identify the candidates with the best fit for the job. Cangrade touts two to eight times more predictive validity than interviews or skills tests alone. It starts with having all current employees in the target job take the assessment (not just high performers), then developing the ideal job profile for the traits that predict success for that job. The hiring team is then provided with a set of interview questions based on the top candidates' responses and can opt for either recorded or live video interviews. And whether or not a candidate is selected for an interview, they receive a report showing their top strengths, areas for improvement, and motivators, driving a positive candidate experience and helping to build the employer's brand.

With commitment to diversity as a core value, Cangrade refines their assessment tool to ensure equality and guarantees that none of their assessment questions has adverse impact. This approach helps remove bias that is inherently present in traditional hiring practices and promotes workforce diversity.

Employers looking to address the virtual hiring screening gap and find the best candidates for their high-impact roles will want to look at solutions like Cangrade to efficiently narrow their qualified applicant pool and improve employee engagement, diversity and organization performance.

Ben Eubanks
Chief Research Officer

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.