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# HR TECH AWARDS

*powered by lighthouse research & advisory*

**TALENT ACQUISITION**

BEST COMPREHENSIVE SOLUTION

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**2022**

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 eightfold.ai

## Case Study: 2022 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.](#)

<b>Company Name:</b>	<b>Eightfold AI</b>
<b>Website URL:</b>	<b>Eightfold.ai</b>
<b>Insert Logo (JPG/PNG):</b>	
<b>Key Customers:</b>	<b>Bayer, Chevron, Vodafone, Indiana, New York, Air Asia.</b>

## About the Company

With our deep-learning AI platform and massive datasets (on more than a billion careers, representing much of the working world) companies can hire and manage a diverse, global workforce. This is especially important now, given the attention being paid to talent and how rapidly the skills needs of companies are changing; in other words, how much transformation is happening.

The technology allows us to infer people's skills, and understand adjacent skills. We can predict the job someone could take next, and the job after that. If you know computer language A, for example, you very likely have the potential to learn computer language B quickly. Armed with this data and insights about people's skills and potential, we help companies fulfill difficult hiring needs, retain people by helping them move people internally, and transform their businesses.



# Problem(s) Your Technology Solves

## Problems:

- Companies aren't finding enough people to hire with the skills they want.
- Companies need to transform rapidly.
- Companies hire people based on outdated criteria such as "have they done this exact job before?" or "where did they go to college?" They give way too much weight to job interviews and (often biased and vague) job descriptions.

Our deep-learning AI platform and huge dataset (more than a billion careers, representing much of the working world) allows us to see patterns. The technology can infer people's skills, and see adjacent skills. We can predict the job someone could take next, and the job after that.

As a result, organizations can hire people based on skills and potential. If you know computer language A, for example, you very likely have the potential to learn computer language B quickly. Armed with this data, we help companies fulfill difficult hiring needs.

One medical-device company was going through a re-org. Thousands were being let go, and thousands hired. It used Eightfold's AI to redeploy employees into open jobs, since it finally had a good read on everyone's skills. The firm tripled the number of people it typically redeploys, and saved millions of dollars as hiring costs were reduced.

Another, an auto-parts company, implemented the platform in 2021 and found more than 1 million past applicants in its ATS, many of which were a fit for open positions. It had lacked the AI to learn how these past applicants had the potential to succeed into current roles, and what skills each person had added since applying.

Another customer used the Eightfold talent intelligence platform and increased Black, Hispanic, and female applicants sharply, the latter by 91 percent YoY.

Another customer achieved 81 percent more internal hires, sharply decreasing hiring costs.

And another, an airline – adopted Eightfold and the percentage of career-site visitors who apply for a job shot up to 35 percent. With the use of AI for candidate engagement, candidates no longer have to search for jobs using keywords and drop-down menus to try and understand how their experience and skills map to the airline. Instead they load or create a quick profile, and the system matches jobs to them automatically, and explains why they are a match. With the incorporation of AI, this fundamentally improves the way most career sites work, as it is entirely built around the talent, rather than built around the position or requisition. It's a great example of candidate-centered design, and it reduces the number of visits a candidate may have to make to gain a strong understanding of potential opportunities.

Our advanced AI has a real-world impact on our customers. It's very different from just "HR technology" or "matching technology" because, again, it uncovers people's potential through AI.



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This is particularly valuable for people who didn't attend college, didn't attend a well-known college, have a partial college education or equivalent, or don't work for a well-known company.

Renowned pharmaceutical firm Bayer revealed that in employing Eightfold and AI, "We found candidates that we would never have found using traditional methods of hiring." And the global energy supermajor Chevron says: "We were looking for engineers who had specific offshore capabilities. The organizational knowledge leaders felt like we had to have the capability in house. We just didn't know where. And so we went through our talent intelligence platform. We did find a good dozen people who could perform that job. Normally we would have spent months and months through talent acquisition externally to bring in someone."

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## Key Differentiators

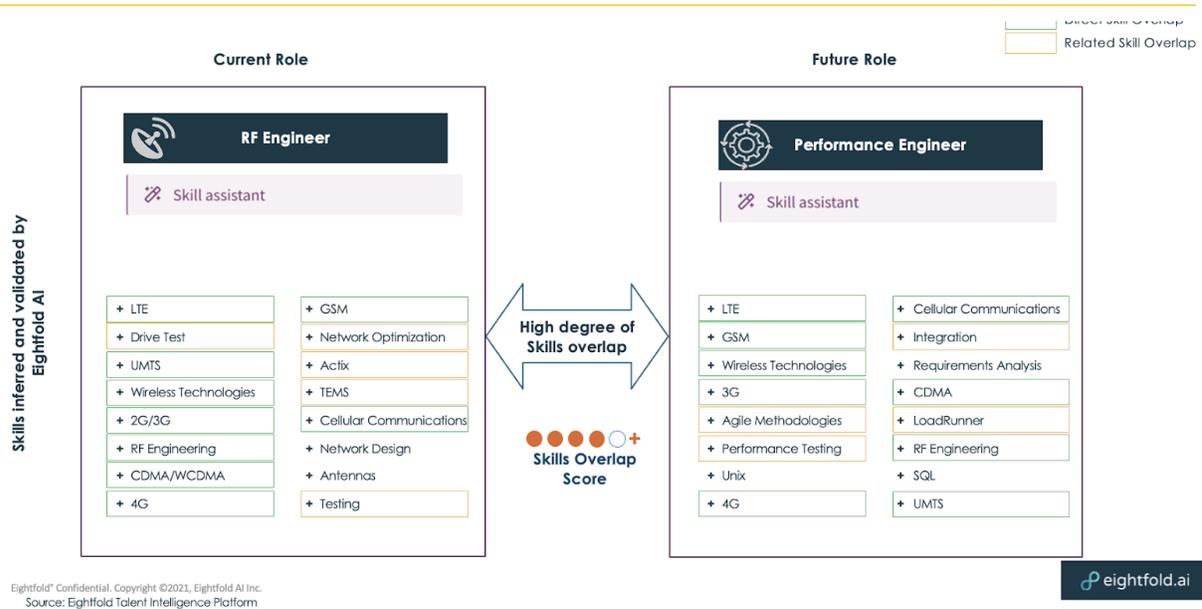
Everything we do can only be done with our single AI platform, employing deep learning AI and massive datasets (more than a billion profiles, more than a million skills). This enables customers to understand the potential and adjacent skills of every candidate, employee, contractor, etc., at an individual personalized level.

This enables us to see adjacent skills and potential. We help our customers' fill jobs by showing them that they can hire for potential. They can in some cases eliminate degree requirements. They don't need people who have done the exact job before. Once they have AI showing adjacent skills, our customers can hire people who can quickly learn the skills they need.

Take a look at the image attached. Only with our AI and our dataset can you infer the skills of this engineer. You can see how they can be hired to fill a Performance Engineer role, given how much overlap there is between that role, and what they're doing now. We show our customers the skills this RF Engineer needs to add.

This way of thinking doubles and triples the talent pool for our customers, whether they're hiring for a product marketer, a miner or metal worker, a Python expert, or a grocery customer-service manager. These kinds of recommendations are done in real time, on a single platform in support of a range of channels -- whether event recruiting, sourcing in general, career sites, conventional recruiting, internal mobility, or even direct sourcing of contractors. And the system learns from data captured from these processes, improving the data sets and talent networks and talent pools of each customer.





Think of all the applications for this AI. A great example is for military veterans, who have a work history full of military codes that are hard to decipher for potential future employers of veterans. Eightfold's datasets are robust enough to enable the deep-learning AI to infer civilian analogues to skills of veterans' skills from military occupational codes, and to understand how those skills are applicable to jobs in the private and public sectors after military service.

In summary, differentiators include:

- A single AI platform for all talent: Employee, Candidate, Contractor, Citizen
- The use of both internal and external data, enabling "outside in" analysis
- Automated, dynamic understanding of skills, capabilities, and job requirements
- Proven AI driving updates – self learning - to skills, capabilities, datasets, job requirements, and employee profiles

- A strong focus on DEI, engineered to mitigate bias with Equal Opportunity Algorithms, AI/ML for masking (patented), identifying biases in language in job description

At about the 7:36 mark in the demo, we talk for about four minutes about this AI technology and how it's different from legacy technologies.

## The Company Behind the Technology



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Our mission to “Provide the right career for everyone in the world” guides us daily. It guided us in 2020 when we worked pro bono on applying our technology to matching laid-off workers (e.g. from restaurants) with jobs (e.g. w/Instacart, groceries) in an initiative called Career Exchange. We hire people inspired by our mission. We have rejected potential customers that would be nice but didn’t fit our mission. We have attracted dollars from a socially conscious VC inspired by the mission. We wrote a book about our social-responsibility mission and are working on a second.

We set out to address bias through our product from the beginnings of our company in 2016-18; we did not discover it later when it was a national movement.

We developed a relationship with [Oneten.org](https://oneten.org), which blossomed into a major relationship for our company. We are helping the organization’s members (a whos-who of corporations) use our platform to find and grow/develop people who did not attend college. That is, help identify family-sustaining jobs and career development opportunities for African Americans who don’t have college degrees.

We developed a relationship with Donna Brazile, who ended up speaking to our company and its network, which helped continue to motivate our employees and their work with OneTen.

We have used our own hackathon series - involving both employees, customers, investors, and thought leaders - to improve the way diversity and inclusion are carried out both in our organization and in our product.

We are helping get people back to work, post pandemic, in multiple states. In the words of Indiana Workforce Development Leader Michael Barnes regarding the Hoosier Talent Network, "to take people from a place of desperation and place them on a path of hope."

We hold a weekly company call and take about 5-7 minutes to share something about the culture and ancestry of our employees, such as about Chinese New Year, Diwali, or LGBTQ topics.

We used Slack for people to share military histories of themselves, their spouses, or their families.

We give out awards for diversity champions in the company; people who, for example, are able to diversify our stable of webinar speakers or enhance the diversity offerings in our product.

We dedicate “weeks” to learning about our employees. One week was for people to broadcast family recipes to all employees, and how they represent people’s family histories. Another week was to share an important woman in the lives of employees, with photos and stories about them. These “weeks” have been inspiring.

We hire based on capability and potential; one member of our leadership team, to take one example, did not graduate from college.



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Everything we do lines up with our ambitious mission, finding the right career for everyone in the world.



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## 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 Principal Analyst 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. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.

