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# HR TECH **AWARDS**

*powered by lighthouse research & advisory*

## **TALENT ACQUISITION**

BEST INNOVATIVE OR  
EMERGING TECH SOLUTION

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# **2022**

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**BrightHire**

## 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>	BrightHire
<b>Website URL:</b>	Brighthouse.ai
<b>Insert Logo (JPG/PNG):</b>	
<b>Key Customers:</b>	Angi, Canva, Devoted Health, InVision, Salesloft, Carta, ChartHop, Chainalysis, MURAL, Vouch insurance

## About the Company

BrightHire is the world's leading Interview Intelligence platform.

We transform the quality of hiring for high-growth companies like Canva, Carta, Attentive, and Salesloft by helping individuals run better interviews and helping teams hire faster with less bias.

Our technology rides along on Zoom, Google Meet and phone interviews, automatically records and transcribes interviews and uses AI to create highlights that can be revisited and shared right within the ATS. We work with Talent Acquisition leaders to streamline their interview process, ramp recruiters & train interviewers, and give hiring managers better information to make the best possible hiring decisions.

The platform is easily adopted by entire teams of interviewers and expands their interviewing capabilities without introducing cumbersome new workflows. By guiding interviews and providing new opportunities to make evidence-based hiring decisions that evaluate candidates in their own words, BrightHire improves interview structure and consistency, and reduces bias.



Since last year, BrightHire has experienced rapid growth – quadrupling its annual revenue, tripling its customer count, and growing from 10 to over 40 employees. More than 100,000 interviews have been conducted on our platform.

BrightHire was founded in 2019 by Teddy Chestnut and Ben Sesser and is backed by leading investors, including O1 Advisors, the Zoom Apps Fund, Index Ventures, and Flybridge Partners. The BrightHire team is advised by talent thought leaders like Laszlo Bock, Google's former SVP of People Operations, Rosanna Durruthy, LinkedIn's VP of DEI, and Wharton organizational psychologist Adam Grant, who has called BrightHire "the most compelling technology I've ever seen for making better hiring decisions."

Learn more at [brighthouse.ai](https://brighthouse.ai).

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## Problem(s) Your Technology Solves

Interviews are at the heart of the hiring process. Despite their importance in evaluating candidates, interviews often lack the level of rigor needed to make high-quality, equitable decisions. Without concrete data, interviewers frequently rely on fuzzy memories, pen-and-paper notes and gut feel for decision making. Hiring processes are delayed by indecision, and recruiters and interviewers have limited opportunities to get much needed feedback to improve their skill set and give candidates a good interview experience.

BrightHire's interview intelligence platform helps companies:

- **Hire Faster Without Compromising Quality:** Companies convert candidates across the funnel faster with BrightHire. Using BrightHire, interviewers can port information from the interview directly into the ATS. The software shortens hiring loops and removes bottlenecks by enabling asynchronous candidate reviews, and ensures that hiring managers and recruiters can easily calibrate on candidates by quickly sharing interview clips. Finally, the software tackles the biggest driver of slow hiring – indecision – by allowing others to view the interview, offer a second opinion, and remove any guesswork.
- **Reduce Bias in Every Interview:** BrightHire helps companies scale structured, consistent, and evidence-based hiring. BrightHire's interview guides surface questions to interviewers in real time to ensure that the process is consistent across candidates. BrightHire records every interview and ensures that hiring decisions are based on real evidence. Finally, BrightHire reveals new data and insights from every interview to understand and address critical questions about how candidates are assessed, driving important change across the organization.



- **Conduct Better Interviews to Make Better Hires:** During the interview process, a lot of information can get lost in translation. The software enables teams to review interviews together, triangulate perspectives, and make the best hiring decision possible. Since BrightHire records and transcribes every interview, it gives interviewers the freedom to truly listen and focus on candidates, not on taking notes. This ensures deeper candidate conversations that yield more signal. Finally, BrightHire ensures that interviewers don't ask the same question twice, creating a holistic view of the candidate and making the most of both the candidate's and interviewer's time.
- **Ramp Recruiters and Train Interviewers:** BrightHire helps upskill recruiters and jumpstart their ability to take on new roles. With a complete library of interview highlights at their disposal, recruiters can quickly understand requirements for new roles and partner with hiring managers. BrightHire also helps interviewers improve by enabling focused and personalized coaching on each interview, helping to grow their confidence and improve the candidate experience.

Over the past three years, the growing list of high-growth clients that we serve speaks to the value we're creating with our platform. Some relevant data points include:

- Chainalysis, a blockchain data platform, hired over 250 new employees and **decreased their time-to-hire by over 15%**.
- MURAL, a collaboration software company, grew 280% in one year, while keeping candidate quality high, by asynchronously reviewing over 500 interviews.
- A high-growth technology company in the freelance talent space **reduced their recruiter ramp time by 75%, decreased their cost per hire by 40%, and reduced the number of hiring manager interviews by 20%**, all while doubling their headcount.

Since our founding, clients have conducted over 100,000 interviews using the BrightHire platform.

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## Client Case Study

Here is our [case study with Chainalysis](#), which demonstrates how BrightHire helps clients hire better, faster and fairer.

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# Key Differentiators

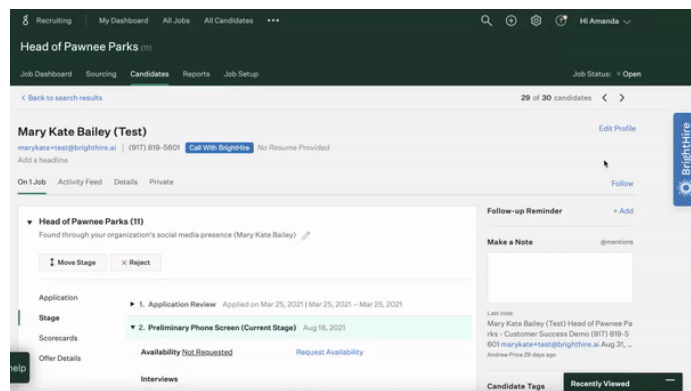
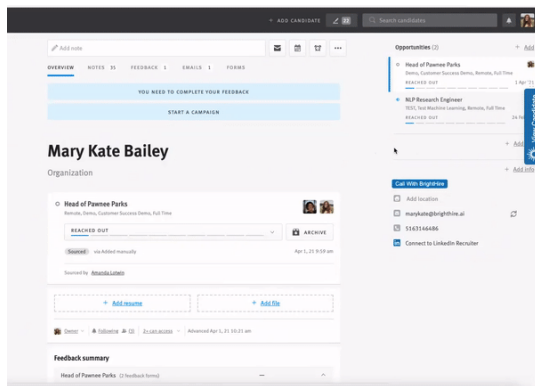
There is currently no product in the market that matches BrightHire. Still, we are differentiated from other interview intelligence platforms that try to solve similar problems in the hiring process.

- 1. Our product requires no workflow changes** – BrightHire’s software intelligently identifies and surfaces key moments from interviews to make recall and playback faster and easier. Our integration with applicant tracking systems, like Lever and Greenhouse, ensures that these intelligently surfaced highlights are delivered right into the ATS.

Notes taken in BrightHire can be imported automatically into your ATS to enrich the candidate record, making it a source of truth. Recruiters and Hiring Managers can thus view highlights or lowlights from the conversation, and then quickly fill out scorecards on the candidate. If there is an issue with scoring between different interviewers, they can go back into the interview and quickly calibrate on great candidates from their existing system of record.

Interviews scheduled in the ATS are automatically recorded, which means that recruiters don’t need to change their workflow to use BrightHire’s software. BrightHire integrates with applicable scheduling tools as well.

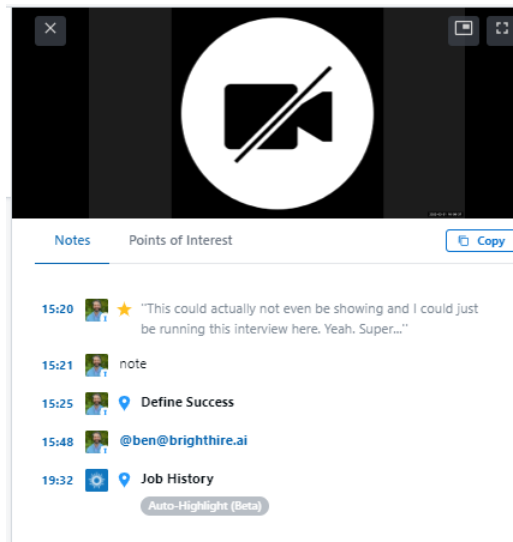
Below is what the platform looks like within the ATS:



- 2. Our tools enable recruiters to improve their performance and upskill themselves** - BrightHire's software gives talent acquisition leaders and hiring managers the ability to see how recruiters are performing, and unlocks coaching, enablement, and feedback opportunities.

TA leaders and hiring managers can watch an interview quickly and @mention specific areas in an interview, sending a notification to the recruiter about the specific area where they could improve or where they did a fantastic job (see picture below). Talent acquisition leaders and hiring managers can also share links to great candidate answers so that recruiters know what a great candidate looks like, making candidate calibration easier.

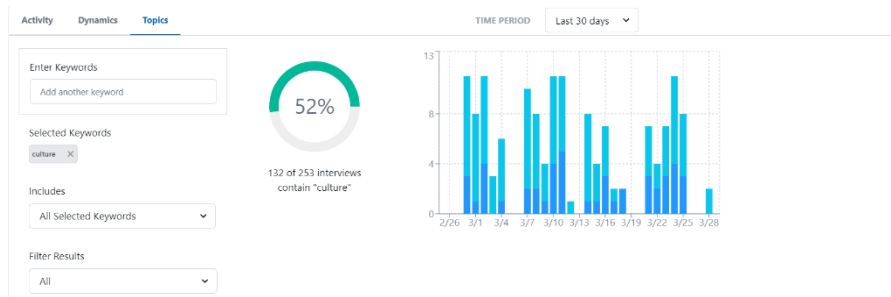
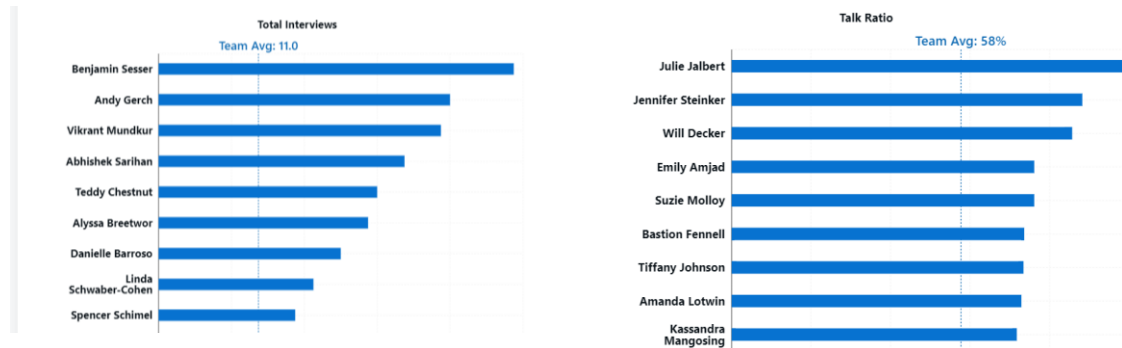
Recruiters can go back into their videos and see how they performed during the interview, providing the opportunity to give self-feedback as needed. They can also quickly pivot to hire for different roles in an organization by watching the interviews of the hiring managers and recruiters who use to support that area of the company.



- 3. Our data and analytics allow for continuous insights and improvement** – BrightHire's interview analytics deliver valuable insights on interview load, interviewer dynamics, and the topics discussed in every interview to ensure consistent, high-quality interviewing. BrightHire's unique ATS sync enables our team to pair interview analytics with candidate outcomes, unlocking insights into how interview dynamics correlate with measures of performance, efficiency, and



speed. The platform also possesses fine-grained filters and granular keyword search, empowering hiring teams to easily compare relevant candidates and highlight key moments for calibration, coordination, coaching/enabement, and candidate rediscovery.



**3. Our security protocols protect the data that matters most** – As BrightHire invents the interview intelligence category, we know that we collect data on our client’s most important asset, their people. BrightHire’s software thus possesses strong role-based access controls and adheres to the highest security standards. Our role-based access controls are granular and customizable by organization, ensuring that the right person can view the right interview at the right time. Unlike other interview intelligence platforms, we are SOC II Type II certified. BrightHire also integrates with a strong single sign-on provider, and our software is GDPR and CCPA compliant.

## The Company Behind the Technology

BrightHire’s mission is to give everyone the hiring experience they deserve, and we try to embody this mission through the services we provide to our customers, and the ways we grow and nurture our internal team at BrightHire. As an entrepreneurial company, we are proud to be a community of people who have unique personal trajectories and are united by our shared mission to give people a great hiring experience.



Our [Glassdoor](#) demonstrates how we provide a great interview experience and culture to everyone that works here. We also demonstrate a commitment to inclusive hiring by [funding 50% of a Hackbright Academy scholarship](#) every time a referral signs a job offer. Finally, we are proud to support talent acquisition professionals and recruiters around the world, and have created the [Shine Community](#), a space for them to connect, discover solutions to hiring challenges, and share knowledge.

We also have four main company values that have guided and supported our team's growth as we've expanded. These principles don't just impact how we build our technology and serve our customers; they also frame how we respect and support our colleagues across the company.

**We put candidates first.** Candidates are at the heart of every decision we make for our product. Our technology allows interviewers to stay focused in interviews, make better decisions through substantive evidence, and provide timely and transparent communication to candidates. We feel the same should be true on our teams, so we implement these values in our hiring processes to give candidates for our company the experience they deserve.

**We act with generosity.** We are collaborative, helpful, and friendly by nature, beyond just the needs of our day-to-day work. This means proactively spotting needs, offering expertise and help freely, and recognizing and appreciating each other's accomplishments. As a small example, one of our most active Slack channels – #BrightLights – is a place where our colleagues offer daily praise and appreciation for others in the company they want to recognize.

**We operate like owners.** Everyone at our company is an owner of the company, and they are empowered to act autonomously and with urgency to solve problems and do great things.

**We invest in each other.** We care about each other as whole people, not just as colleagues. We take the time to get to know each other as humans, each with our own interests, passions, commitments, and more. Recognizing everyone's individual paths, we also make learning and growth a priority, sharing knowledge within and across teams and investing in continuous learning opportunities.

We are proud of our four values because we know they have made an impact on how people feel about our company. [Our Comparably page](#) shows that we are in the top 5% in terms of diversity for a company of our size, and our executive team is rated an A+ in terms of culture and leadership.





## 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.

