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TALENT ACQUISITION
BEST DEI-ENABLING SOLUTION
2022

hireEZ

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](#).

Company Name:	hireEZ
Website URL:	https://hireez.com/
Insert Logo (JPG/PNG):	
Key Customers:	• Human Resources / Staffing • Healthcare / Non-profit • Consulting • Technology/IT

About the Company

HireEZ's mission is to make outbound recruiting easy. We're dedicated to helping recruiters proactively bring jobs to people and give them the recruiter-centric tools they need. That's why we developed hireEZ (formerly Hiretual), an AI-powered outbound recruitment platform. With hireEZ, companies can execute a strategically scalable approach to build their workforce of the future.

Primarily serving enterprise and mid-size customers, hireEZ helps organizations move faster and scale, by intelligently sourcing, engaging, analyzing, and integrating top talent without upending existing enterprise platforms.

Problem(s) Your Technology Solves

hireEZ solves companies' biggest hiring problems, specifically the problem of passive and inefficient recruiting practices. Companies have invested countless dollars in marketing, sourcing, and engagement tools that no longer work in today's market. The focus has been on waiting for talent to come in. hireEZ turns this practice on its head by helping recruiters and hiring teams go *out* to get talent — what we call Outbound Recruiting.

At its core, outbound recruiting represents a shift in recruiting strategy from being passive to proactive. This approach puts recruiters in control of:

- Bringing the right jobs to the right people and building meaningful talent relationships
- The largest talent pool available, helping recruiters identify target talent, all over the globe, and engage with them — all from a single source
- Assessing and successfully addressing DE&I shortcomings in their organization
- Utilizing real-time data to inform recruitment strategies and hiring progress

hireEZ's AI-powered tool provides recruiters with extensive access to candidates, offers market insights, and gives DE&I information to build data-driven recruiting strategies.
Five features comprise hireEZ's robust outbound recruiting platform:

1. **EZ Sourcing**
   Talent acquisition professionals gain access to 750 million candidate profiles with information from more than 45 online platforms, DE&I deep data analysis, market insights, and Boolean Builder tools that give recruiters a more robust and comprehensive strategy to do their jobs efficiently and effectively.

2. **EZ Engagement**

With this feature, recruiters gain direct and scalable candidate engagement and interview scheduling through marketing automation. Engagement is fueled by 94% accuracy in contact information that allows for scalable outreach with automation and drip campaigns. Scheduling is about real-time and syncing: Recruiters can easily share real time availability information and customize calendar preferences while candidates can pick from available options, accept meeting invitations on demand, and sync calendars.
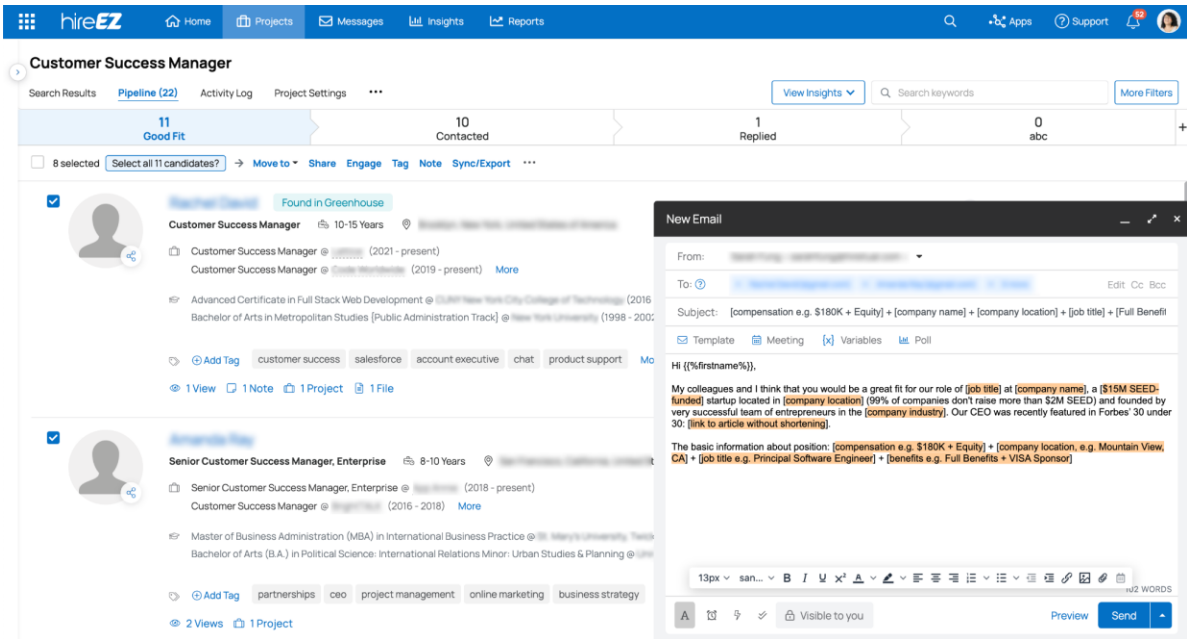
3. **EZ Integration**

This component of the hireEZ platform seamlessly integrates hireEZ with existing ATS/CRM so recruiters can enrich and refresh outdated ATS candidate profiles while also sourcing for target candidates within the renewed ATS database.
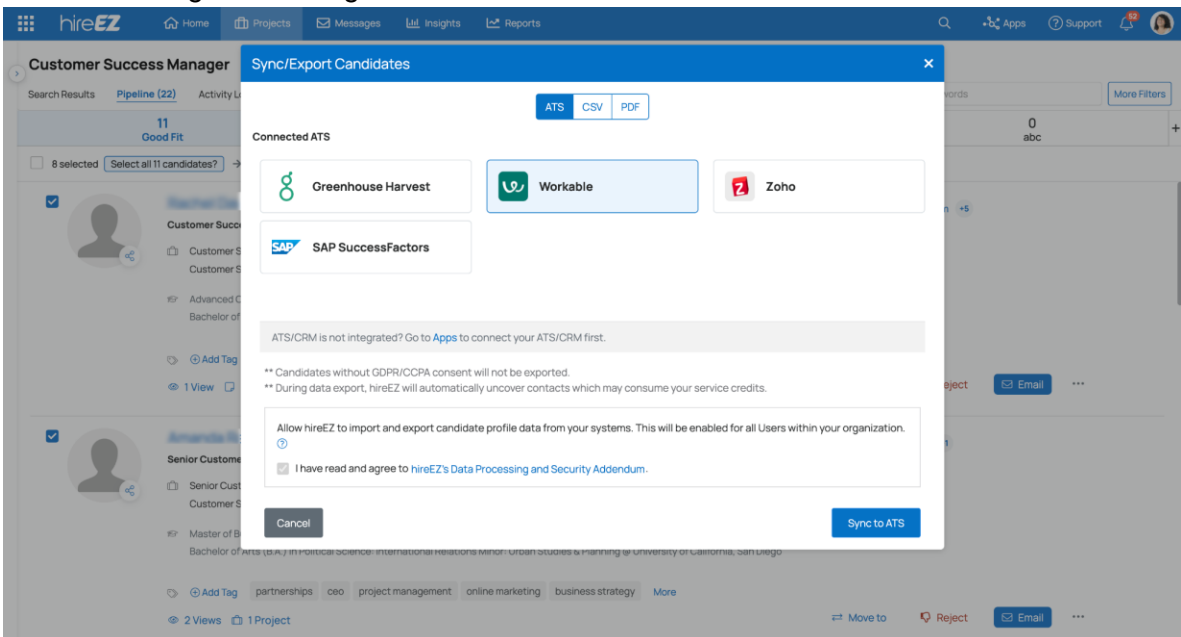
4. **EZ Collaboration**

Collaboration is crucial for recruiters, hiring managers, and team members. With this tool, they can invite colleagues, track team activity, communicate in-app, measure team

performance, and avoid duplicative efforts. In short, they can streamline team workflows and optimize talent management.
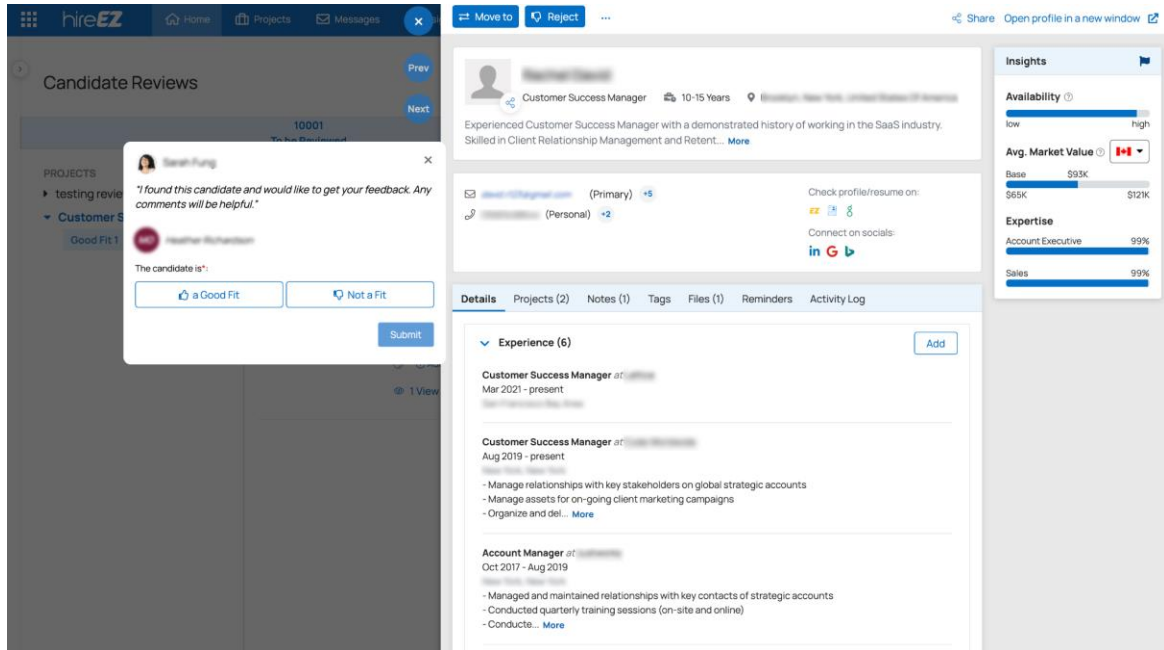
5. **EZ Security and Compliance**
    This feature sets rigorous policies to safeguard company data, uphold information security and compliance, and ensure the platform is designed with a high bar of security and privacy in mind. hireEZ is CCPA compliant, GDPR compliant, SOC 2 Types 2 and SOC 3 certified, EU-US Privacy Shield certified, and OFCCP compliant.

Client Case Study

DIVERSANT is the largest African American-owned IT staffing firm in the U.S., and prides itself on the ability to help organizations find and hire talent with specialized backgrounds and hard-to-find areas of expertise. Despite leveraging a variety of sourcing tools, job boards, referrals, and networking opportunities, DIVERSANT still faced challenges finding candidates with niche skill sets needed to deliver on customer expectations.

In 2019, DIVERSANT's leadership team sought out new tools to expand their available resources. DIVERSANT conducted a vendor evaluation process to research solutions that could give them an edge, by accelerating their ability to find qualified candidates and help clients better meet hiring objectives. hireEZ was identified as a truly unique resource for its ability to help uncover and engage potential candidates that were not easily accessible through DIVERSANT's existing networks and tech stack.

"The number one reason why we invested in hireEZ, and continue to invest in hireEZ, is that we're able to more easily find the right people for very specific and hard-to-fill roles. From my perspective, hireEZ is top-of-the-class. I expect to double the results that we've experienced using hireEZ by this time next year." — Ryan Jaco, Vice President at DIVERSANT

hireEZ's ability to help DIVERSANT team members schedule automated email campaigns to better nurture and convert candidates has been a key feature, vastly improving candidate engagement and response rates.

hireEZ now represents **20%** of revenue generated by the DIVERSANT Direct Hire Practice, since implementation. Additionally, hireEZ has helped DIVERSANT:

- Reduce time spent sourcing by **35%**
- Increase placement fees by **7%**

Specialized roles that DIVERSENT clients depend on hireEZ to help them find include:

- Full-stack developers
- Software engineers with cloud, DevOps, scrum and agile experience
- Product owners
- Cyber security professionals
- SDLC professionals
- Underrepresented candidates from minority groups including Black or African American, Native Americans, Hispanics, women, and veterans

"I founded DIVERSANT to help connect IT professionals with industry-leading companies seeking to fill specialized and hard-to-find roles. With hireEZ, we can simplify and accelerate the process of finding the right talent to help our clients support their organizational objectives. hireEZ has been a game-changer for us." — Gene C. Waddy, CEO at DIVERSANT

Using hireEZ, DIVERSANT is well-posed to deliver on their mission of connecting IT professionals with top companies across the U.S. and help their customers source better candidates, build stronger candidate relationships, and help organizations build more diverse workplaces.

"At DIVERSANT, we are always looking for new solutions to help our team members work more efficiently and deliver better results for our clients. And that's why hireEZ immediately stood out. The ROI has been outstanding." — Ryan Jaco, Vice President at DIVERSANT

Link to full case study: https://hireez.com/resources/case-studies/diversant-case-study/

Key Differentiators

Traditional recruiting practices have become ineffective. Recruiters today have to be more strategic to target and engage with talent. hireEZ provides hiring teams AI-powered technology to support an outbound recruiting approach, and make it easy to scale workforces of the future.

The hireEZ platform uniquely provides:

The largest centralized talent pool

hireEZ has the largest candidate database across all industries, providing access to 750M candidates (including over 600M profiles outside of the US). This is made possible by securely aggregating public data from more than 45 open web platforms, such as LinkedIn, Twitter, GitHub, Stack Overflow, Upwork, RateMDs, Behance, Kaggle, ZocDoc, among others. The hireEZ platform helps recruiters spend 50% less time sourcing by consolidating web talent pools to a centralized source, giving recruiters the ability to easily view and rank profiles based on relevance to search queries.

Additionally, sourcing with hireEZ allows you to find more qualified leads by using specific sourcing criteria for past and current job titles, companies, diversity, industry expertise, and even by internal ATS stages. Candidate profiles in the platform are equipped with insights on

your candidate's job availability scores, average market values, technical repositories and social media links.

DEI sourcing

hireEZ's Diversity Sourcing Solutions empowers recruiters to find and hire for a more diverse workplace and is backed by real-time, refreshed data that keeps your recruiting pipeline up to date and full. AI recruiters can build specific searches to look for candidates with more diverse backgrounds, by looking at candidate pronouns, memberships with diverse organizations and schools, and using AI filters for minority groups, including women, veterans, African Americans, Hispanics, and Asians. With built-in market insights and diversity analytics, employers can identify roadblocks in DEI strategies and build real solutions for underrepresented candidates. hireEZ pulls market data in compliance with EEOC laws so you can stay up-to-date with the top schools, companies, job titles, or average market values among minority groups.

Additionally, hireEZ's Blind Sourcing mode hides full names and profile pictures to help hiring teams remove bias from the hiring process, instead focusing on qualifications alone. Diversity Analytics is an interactive dashboard that analyzes how your team is interacting with minority groups on hireEZ, by identifying engagement drop-offs, response rates and qualification rates.

Seamless integration

hireEZ offers powerful integrations with the tools you love most — including popular ATSs and CRMs, apps and API connections — to bring the most value from your tech stack, without upending existing systems.

With Talent Data Cloud, users can maximize the value of their existing ATS database by deduplicating and enriching your existing profiles to build a seamless workflow for your hiring team. hireEZ integrates with over 30 of the world's leading ATS and CRM platforms, and automatically syncs candidate activities, notes, tags and engagement history across both platforms for better team collaboration. It only takes a few clicks for our two-way integrations to deduplicate profiles and update existing records with candidate data found from the open web. After being refreshed and updated, candidates in your database can be easily segmented by ATS job or ATS stage directly within the platform.

The Company Behind the Technology

At hireEZ, we operate under three core values:

1. **Customers First:**

   hireEZ is every recruiter's best friend, and that's why our platform is constantly evolving and improving to provide the most relevant solutions for all recruiting teams. We see what our customers struggle with and build technology that helps them overcome every hurdle in the process. Our goal is simple: Making sure that recruiters and talent acquisition teams reach theirs.

2. **Empowering Recruiters to Be Strategic Business Partners:**

   If there's one process every organization needs to ensure growth, stability, and productivity, it's the recruitment process. We believe that every recruiter must be actively involved in organizational growth by building the right strategies and driving impactful conversations with stakeholders. hireEZ supports recruiters by letting them focus on people and not manual systemic errors or tedious administrative tasks.

3. **Committed to Delivering the Best:**

   We honor our word and deliver exceptional products, experiences, and services. We are a team of highly committed individuals who are hungry to learn new things about recruitment through conversations with the community. We work hard to hear our customers share their joy, progress, and stories of success with us — this is what drives hireEZ each and every day.

All three of these values are driven by our greatest asset: our team members. We would not be where we are today — growing exponentially and always innovating — without our creative, diverse, and dynamic talent.

We strive to create a workplace that is welcoming and inclusive, and we work diligently to listen to our team members about what they need and want to do their jobs and grow their careers. hireEZ employees appreciate our "friendly and collaborative" environment and see our company as a "good opportunity for growth and learning."

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.