HR TECH
AWARDS
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TALENT ACQUISITION
BEST ADVANCE IN PRACTICAL AI
─ 2022 ─

pando logic
a Veritone company

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:	PandoLogic
Website URL:	https://pandologic.com/
Insert Logo (JPG/PNG):	pando logic a Veritone company
Key Customers:	Nomad Health, Southern Illinois Healthcare, Domino's Pizza

About the Company

PandoLogic, a wholly-owned subsidiary of Veritone, Inc. (NASDAQ: VERI), a leader in enterprise artificial intelligence, is the leading recruitment marketing and conversational AI platform in North America. Serving the world's most recognizable brands, PandoLogic utilizes advanced AI technology to transform the future of recruiting. PandoLogic's flagship product, pandoIQ, is an AI-enabled talent acquisition platform that empowers employers to reach the right candidates on the right sites for the right price. Making more than 7,000 micro-decisions per minute, pandoIQ automates and optimizes the complexities of job placements at scale and precision levels previously unattainable.

Problem(s) Your Technology Solves

From the business impact of the pandemic to "The Great Resignation," where more than 47 million workers quit their jobs in 2021, uncertainty, unpredictability, and change are common themes in today's labor market. Still, despite the odds, LinkedIn's data shows hiring in the U.S. is increasing – across industries.

In the wake of the Great Resignation, employers have learned that candidates have the power, and it is that power that advances businesses. Without candidates, employers are unable to scale efforts, tackle new initiatives, or grow revenue. With candidates holding the power, talent acquisition teams need a first-mover advantage. The faster a company can get to a candidate, move them through the hiring process, and make an attractive offer, the sooner they seal the deal. As a result, organizations started to

move away from credentials like college degrees or minimum of years of experience. Even formal resumes are becoming less important as recruiters rely on AI to identify factors that improve candidate conversation rates, such as remote versus on-site, salary requirements, education benefits, and so on. At the same time technology helps streamline repeatable tasks and drives outcomes.

Moreover, candidates are talking, and what they have to say is important. Listening to what candidates have to say about the job search, PandoLogic uncovered a massive conversation – one that is full of actionable insights that can help employers improve their talent acquisition processes. Leveraging PandoLogic, the AI-enabled talent acquisition platform, transforms talent acquisition strategies and expands recruiting capabilities to engage more passive candidates and create more diverse workforces.

PandoLogic is the only programmatic recruiting platform that continuously reviews and optimizes job performance. Through automation and self-learning, pandoIQ helps organizations source great talent while dynamically allocating budget to increase ROI and decrease recruitment marketing spend. Leveraging a vast network of top recruiting sites and intelligent algorithms, pandoIQ ensures jobs get seen by the right candidates in the right place at the right time. As a result, PandoLogic makes it possible to improve the performance and quality of job advertising campaigns while maximizing results and reducing resources and requirements on talent acquisition organizations.

Considering the power of candidates amid an increasingly favorable hiring outlook, PandoLogic continues to disrupt talent acquisition for organizations – large and small. For instance, a multinational e-commerce conglomerate leveraged PandoLogic's innovative programmatic job advertising platform to reach the right talent, at the right time, across the U.S. and Canada – extending job offers to more than 174,000 candidates and positively impacting their lives.

Client Case Study

The pandemic taught us that well-staffed healthcare facilities are critical, and without proper staffing, healthcare providers can't deliver adequate care. PandoLogic was instrumental in helping two health care organizations access the talent needed to thrive.

Pre-pandemic, Southern Illinois Healthcare (SIH) spent little to no budget on recruitment advertising to maintain their staff in the four hospitals and 74 healthcare facilities they serve. As the major employer in the region, SIH's Talent Acquisition team relied on organic posting through its ATS and word of mouth. However, with the rise of COVID and then a second surge of COVID causing staff numbers to dwindle to never before seen lows, SIH understood it must rethink its recruitment strategy to achieve its commitment to providing the best care for its patients.

Leveraging PandoLogic's programmatic job advertising solution, pandoIQ, SIH revolutionized its talent acquisition strategy. PandoLogic helped SIH lead change within the organization by expanding its talent acquisition capabilities and provided the data SIH needs to understand today's candidate market while optimizing its recruitment strategy.

In partnership with PandoLogic, SIH's talent acquisition strategy resulted in:

- 50 percent increase in applicant volume month over month

- 314 percent increase in career site visits

- Eight-day decrease in time to hire

- 95 percent of roles filled by PandoLogic

Disrupting the healthcare staffing industry, Nomad Health, the first digital marketplace for healthcare staffing, connects nurses to rewarding opportunities. With a mission to remove every obstacle between providers and their patients, Nomad stepped in during the pandemic to source and hire top healthcare talent quickly and address the industry's staffing shortage. Even so, as job volume increased by nearly 40 percent, Nomad's single job board couldn't manage the demand and looked to PandoLogic for support.

PandoLogic helped Nomad optimize job ads to meet standards established within the individual U.S. markets. pandoIQ drove spend toward top-performing markets while cutting off the sources that weren't performing. PandoLogic also implemented statewide job expansions, and the technology created job title variants for pandoIQ to distribute across the country, targeting the major cities and markets for traveling nurses.

The strategy opened a new world of possibilities to help Nomad navigate evolving staffing needs. With PandoLogic, Nomad easily segmented campaigns, aligned budgets to goals, and focused on the investment outcome instead of the noise at the top of the funnel.

Nomad's innovative strategy resulted in:

- 120 percent lift in applicant volume

- 83 percent increased campaign performance

- 252 percent year over year increased engagement on Nomad's job site

Key Differentiators

AI is no longer a frivolous luxury – it's a strategic necessity. AI has emerged as a critical component of talent acquisition technology – powering the strategic value by helping improve efficiencies, lifting the administrative burden, and providing a better recruiter and candidate experience. According to Aptitude Research, "63 percent of companies are investing or planning to invest in AI solutions this year compared to 42 percent in 2020." Moreover, the continued demand for talent has changed employers' perceptions of hiring. Companies everywhere are looking to create simpler processes for recruiters and candidates alike. To meet these challenges head-on, they're turning to AI-enabled technology.
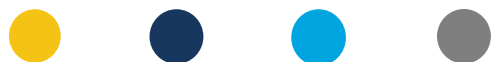
However, there remains confusion surrounding the differences and capabilities of machine learning, deep learning, or natural language processing – they aren't the same. Machine learning isn't AI – it's simply a mechanism AI uses to learn. Meanwhile, natural language processing provides AI the ability to understand text or spoken word. AI applies that understanding to various tasks. Organizations need solution providers that can guide the team from attraction to recruitment to hire, all within budget.

Harnessing the power of true AI, PandoLogic is revolutionizing Talent Acquisition for employers – large and small – and candidates. Its innovative, best-in-class AI-enabled technology learns and iterates over time enabling PandoLogic to leverage AI for good by helping employers recruit intelligently and hire quickly to support economic growth. PandoLogic's platform drives better outcomes for people, society, and the economy by innovating cutting-edge technology with AI to empower talent acquisition.

pandoIQ, PandoLogic's AI-enabled talent acquisition platform, is not only automated, its self-learning. PandoIQ is the only programmatic recruiting platform that continuously reviews and optimizes performance throughout a job recruitment campaign to ensure employers meet their recruiting needs. Talent acquisition is about people – not just quantity, but quality. PandoLogic's technology mitigates human biases and error so that pandoIQ isn't only replicating certain areas of the recruiting process, it improves them.

Using proprietary AI-enabled algorithms, pandoIQ ensures an employer's job listings end up in the right place: in front of qualified candidates. To do this, PandoLogic's recruitment technology pulls from almost 50 job attributes and more than 200 billion historical job performance data points to predict the optimal job advertising campaign. The proprietary algorithms don't just automate the initial placement; they also optimize decision-making during every stage of the job advertising process – from job classification and target distribution to budget allocation and dynamic CPC bidding across diverse job categories.

PandoLogic dynamically allocates an employer's budget to increase their ROI while decreasing their recruitment marketing spend. With PandoLogic's vast network of thousands of top recruiting sites, employers know their job is being seen. With PandoLogic's intelligent recruiting algorithms, employers know that their job is getting seen by the right candidates, in the right place, at the right time.

PandoLogic – Join the AI Revolution: https://vimeo.com/563729977/1b132a4bc1
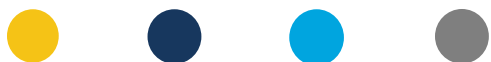
The Company Behind the Technology

PandoLogic's customers have ambitious recruitment goals and specific hiring needs that is why the PandoLogic built its culture on six core values:

Bold: leaders

Collaborative: team players

Resourceful: accomplish any task

Innovative: always pushing to the next level

Caring: family

Resilience: act no matter the circumstances

Delivering a positive employee experience is a top priority for PandoLogic, one that the organization takes great pride in and works to promote every day. In 2022, PandoLogic earned Great Place to Work Certification™. The prestigious award is based entirely on what current employees say about their experience working at PandoLogic. This year, 80 percent of PandoLogic's U.S. employees said it's a great place to work – 21 points higher than the average U.S. company. Company employees cited several factors that make PandoLogic a great workplace, including a welcoming and collegial culture, meaningful responsibility, trust from leadership and the ability to take off work when necessary.

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.