



HR TECH AWARDS

powered by lighthouse research & advisory

TALENT ACQUISITION

BEST INNOVATIVE OR
EMERGING TECH SOLUTION


2022



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:	Sense
Website URL:	www.sensehq.com
Insert Logo (JPG/PNG):	
Key Customers:	More than 600 organizations use Sense's solutions including Sears, Dell, Kindred Healthcare and Kelly Services.

About the Company

Sense is a leading AI-powered talent engagement and communication platform that helps recruiting and talent teams to personalize their interactions with talent at every stage of the recruiting process. More than 600 organizations including Sears, Dell, Kindred Healthcare and Kelly Services rely on Sense to help accelerate hiring, strengthen their employment brand and exceed recruiting targets - all while delivering a personalized candidate experience. Developed in 2016 by serial entrepreneurs with deep expertise in staffing and software, Sense ranks #1 on G2 in the Candidate Relationship Management Software category and has raised a total of \$90M in capital from Softbank, Avataar Venture Partners, GV and Accel.

Currently, Sense has over 250 employees across 46 states/provinces. We are a global and diverse company. Our employees collectively speak 22 different languages and 3M candidates have been hired thanks to Sense.



At Sense, we are customer-obsessed. We're fueled by customer feedback and data. We take a customer-first approach so that our customers can take a candidate-first approach. We support each other and our customers when, how, and wherever we can. Making our customers successful is everyone's job.

We're always looking for creative solutions. We never stop improving and we're committed to building a transformational platform for recruiting teams and their talent. We strive to wow and delight our customers with the value created by our product at every opportunity. We share a passion for automation and AI, but never lose sight of what makes our product exceptional — the human element.

Problem(s) Your Technology Solves (10%)

Please provide information about the types of solutions your firm offers and the types of problems it solves for customers. This should be as concrete as possible with any supporting data included for judges to objectively review the information (retention rates, cost per hire, engagement scores, etc.) Answer judged for 10% of total points. Maximum 500 words.

The Sense AI Chatbot offers a seamless integration, available immediately upon activation, that sources and screens more qualified candidates faster while still providing white-glove, personalized candidate-focused experiences.

Sense AI Chatbot is an automated recruiting assistant that can engage with candidates 24x7, responding to their queries in real-time even when recruiters are offline including questions based on content such as pay rate and job locations. It can screen candidates based on custom criteria, schedule interviews, and support database reactivation through candidate outreach. A seamless part of the Sense suite, the chatbot pairs conversational AI with automated communication and engagement workflows and two-way texts. As a result, recruiters are able to hire faster, source more candidates, focus efforts on qualified candidates, automate interview scheduling and provide an overall better

experience for all. Additionally, AI Chatbot allows for the creation of a company's customized tone and brand identity, to fully personalize the experience and process.

Key Features and Capabilities of AI Chatbot:

Conversational AI

- Conversations with the Sense AI Chatbot are available 24/7 to drive engagement and happier candidates while driving high NPS scores for Sense customers and qualifying candidates faster and decreased drop off rates

Enrich and reactivate databases

- Sense AI Chatbot streamlines and supercharges candidate sourcing, database reactivation, and data enrichment at scale
- Easily and efficiently reactivate dormant candidates, enrich candidate profiles and maintain an up-to-date database

Screen & schedule

- Save time and increase recruiter productivity by automating top of funnel applicant screening and interview scheduling



- Reduce no-shows with automated reminders and easy rescheduling

Integrated with ATS

- Every answer from chatbot conversations are recorded and synced to the ATS, easily updating candidate information from a single interaction
- Create candidate profiles in the ATS

Inbound chatbot

- Give talent 24/7 support without increasing headcount
- Source, screen, and schedule talent all in one conversation

Text to apply

- Get more applicants in the funnel
- Let people text-in and apply to jobs conversationally. Automate responses, collect their info, and create candidate profiles in the ATS instantly

No-code

- Launch conversations within hours, not days, through Sense' intuitive, no-code platform with templates

Client Case Study

PrideStaff-, one of America's largest professional recruiting firms, has a unique mission: to consistently provide client experiences based on what they value the most. PrideStaff- wanted to create fantastic experiences for thousands of job seekers while also enabling their Strategic-Partners to be more effective and efficient in their work. As an industry pioneer in the use of technology, they turned to Sense's automated communication solutions and AI-powered Chatbot to make this happen, saving thousands of recruiter hours while placing more candidates and achieving high NPS scores.

"In today's environment we must interact with candidates quickly and communicate that we are evaluating their information and moving them through the process; this really adds a layer of

transparency and helps applicants understand where their application stands. "- GREG GEERING, Customer Experience Supervisor, PrideStaff

PrideStaff- is unique in the staffing world for a number of reasons. Established in 1978, it is one of the country's oldest staffing firms. With over 85 franchises across the United States serving 5,000+ clients annually, it is also one of the largest. However, what truly makes PrideStaff- stand out is how they have pioneered an industry-leading talent-centric staffing model.

"We are an experience-focused brand," says Greg Geering, Customer Experience Supervisor at PrideStaff-. "We want to provide a consistently great experience to everyone who interacts with us: candidates, clients and our internal team members." This sharp focus on culture and experience has helped PrideStaff- differentiate themselves in the crowded staffing space. And the team knows that to make this happen in the long term, it takes a combination of beliefs and behavior, processes and technology.

Job search is a major stressor



“We have known for years that one of the most stressful things you could ever go through is job searching,” says Greg. “When someone applies for a job, many applicants are left thinking ‘Where did that application go?’ or ‘Is anybody actually reading my application or looking at my resume?’” PrideStaff- wanted to add transparency to the application process and solve this frustrating experience for their candidates.

From a business perspective, PrideStaff was looking for ways to continue to respond to candidates as quickly as possible, while managing the sheer volume of applicants the firm handles on a daily basis. At the same time, they wanted to make sure their recruiters’ time was being used effectively on people-focused activities rather than on administrative tasks.

Turning tech into a culture-enabler

When faced with the critical challenge of maximizing recruiter efficiency and delivering an excellent candidate experience, PrideStaff implemented a creative use of technology to maximize their recruiters’ efficiency without compromising their top-tier level of service.

They have been early adopters of our workflow automation recruiter solution, Sense Engage, for automated communication and Sense Messaging for two-way texting. The next step was to leverage a tech solution to reallocate recruiter time and streamline operations, while delivering a great candidate experience.

The search for a chatbot

PrideStaff- not only has multiple brands and branches but also serves a plethora of industries from light industrial and healthcare to IT, legal, and admin. Each of these varies in size, pace, recruitment style, and candidate background. So, even as they evaluated different products and providers, they wanted a reliable partner who could deliver a solution that works with their systems, and the product flexibility to deliver a world-class candidate experience to applicants from all different industries they serve.

“We had full confidence in the [Sense] team to deliver a chatbot that would continue to allow us to deliver an exceptional experience.”

“When we are talking about our tech stack and the overall interaction with our brand, we want to deliver the best possible experience externally to our candidates, as well as internally to our frontline recruiters and Strategic-Partners,” says Greg. As first-adopters of innovative solutions, PrideStaff recognized the endless applications of AI recruiting assistants, which could be realized with the Sense Chatbot.

Deploying the Sense Chatbot for data enrichment and pre-screening

The Sense Chatbot is an automated AI recruiting assistant that can engage with candidates 24x7, responding to their queries real-time even when recruiters are not at-work. It can screen candidates



based on custom criteria, schedule interviews, and support database reactivation through candidate outreach. All of this results in time savings and happier candidates.

PrideStaff deployed the Sense Chatbot to engage with their candidates. Combined with the opportunity to directly update information in the candidate records, PrideStaff had the ability to put relevant information directly in the hands of their recruiters.

In addition to the chatbot's current capabilities and functionalities, it continuously learns from every interaction. For instance, developing an understanding of natural language (such as "yeah" and "yes"), industry terminologies, acronyms and more.

Proof of Investment

With Sense Chatbot, PrideStaff achieved:

- **3,000 recruiter hours saved**
- **3x more placements among candidates who engaged with the chatbot**
- **4.6/5 candidate satisfaction rating**

In addition to the metrics above, PrideStaff also observed reduced time-to-fill and an improvement in their recruiting funnel. And while they already conduct consistent NPS surveys to keep a pulse on their overall candidate experience, PrideStaff wanted to make sure that they measured satisfaction on the chatbot as well.

This allows them to ensure that their digital assistant provides an experience on par with their brand standards; and with a rating of 4.6 out of 5, PrideStaff continues to provide top-level service.

While the hard numbers look great, the PrideStaff team — true to its culture — is equally delighted by the open-ended, qualitative feedback they've received from their Strategic-Partners and teams. A theme that repeatedly comes up is that the Sense Chatbot has improved the overall candidate experience and helps them to succeed at their jobs.

The Path Ahead

Sense commends PrideStaff for how they use technology to refocus on the very core of staffing, which is helping people's lives. And they have big plans to continue doing this. The goal, says Greg, is to continue pushing the boundaries using technology while focusing on the human connection that's at the heart of their culture.

"I think a chatbot is something everyone needs to evaluate," he says in parting, "Especially considering the potential it has to impact your candidate experience and your recruiters' day-to-day activities. As a product, it has the ability to transform the industry."



Key Differentiators

Sense AI Chatbot key differentiators include:

- Powerful, no-code conversation builder
- Candidate screening over SMS or web
- 24/7 engagement
- Bi-directional data sync with any ATS



Case Study #1: Website Chatbot

- One of America's Top Fastest Growing Private Companies
- Specialize in Manufacturing & Warehousing
- Wanted to increase their top of funnel (applications) and accelerate their hiring cycle

35,000

candidates engaged

6,300

recruiter hours saved

94%

candidate satisfaction rate



Case Study #2: Screening & Scheduling Chatbot

- Publicly traded company
- Global workforce
- Needed a solution to screen thousands of candidates faster, while reducing recruiter inefficiencies

263%

increase in candidates engaged

25,000

meetings scheduled in one quarter

30-81%

decrease in time-to-hire



Case Study #3: Reactivation Chatbot

- Leader and early adopter of candidate experience technology
- One of the largest national recruiting franchise networks
- Looked to capitalize on their robust candidate database and reactivate their talent at scale

20,000

candidates redeployed

\$200,000

increase in gross margin / franchise

37x

ROI on singular chatbot



The Company Behind the Technology

At Sense, we have a high success rate of our employee referral rate: 28% of employees hired in 2021 were referred by a current employee and 38% in 2020. We're in a niche and competitive market and having your employees want to bring the best and brightest from their networks to your company speaks volumes. To build on that, we reward those employees who are introducing employees to our organization and consistently promote your referral bonus program and rewards that await.

We believe that fostering a great culture with solid company values is the core of attracting and retaining excellent employees. Once you have these in place and it is deeply embedded in your company, you attract employees that align to your values and want to contribute and continue to build that culture.

Our CEO, Anil Dharni's 100% Glassdoor rating validates our belief in creating an environment where employees are valued.

Sense has been listed two consecutive years in a row on Forbes America's Best Startup Employer list, <https://www.forbes.com/companies/sense/?list=americas-best-startup-employers&sh=74676a6d5559> and started a DE&I ERG to support each individual within the company.

Additional company benefits and perks includes:

- Company Stock Options
- Fully covered Life Insurance
- Fully covered Short and Long Term Disability Insurance
- Covered subscription to One Medical with Anthem of CA / Blue Cross Blue Shield
- An Employee Assistance Plan, Headspace with Anthem of CA / Blue Cross Blue Shield, Calm with Kaiser
- Physical Fitness Apps Aaptiv with Anthem of CA / Blue Cross Blue Shield, ClassPass with Kaiser
- 401(k) Plan with Guideline
- Pre-Tax Commuter Benefits
- Technology Reimbursement: \$75 / month cell phone stipend, \$25 / month internet
- Home Office Stipend \$300 towards the functionality and comfort of your home workstation
- \$100 per quarter / \$400 per year towards Learning and Development
- Flexible, manager approved PTO and unlimited sick time
- Company paid holidays, and a scheduled 1x / month holiday if (no Federal holiday) for an extended weekend during Covid
- 100% Paid Parental Leave (12 weeks childbirth or 6 weeks caregiver)



Employee testimonial:

https://www.linkedin.com/posts/jenny-gamel-7b87a9221_feelgoodfriday-activity-6877637122778570752-vfiF?utm_source=linkedin_share&utm_medium=member_desktop_web



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.

