



HR TECH AWARDS

powered by lighthouse research & advisory

TALENT ACQUISITION

BEST ADVANCE IN PRACTICAL AI


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:	Reejig
Website URL:	www.reejig.com
Insert Logo (JPG/PNG):	
Key Customers:	<ul style="list-style-type: none">• AWS• Allianz• KPMG• Woolworths Group• Transport for NSW• John Holland• NSW Department of Community Service

About the Company

Reejig is a leading workforce intelligence platform that enables large-scale organizations to find, retain, and upskill talent at scale. Powered by the world's first independently audited ethical AI, Reejig acts as your central nervous system for all talent decisions, helping you create a world with zero wasted potential.

Reejig provides global executives and HR teams with a platform to support unbiased, data-driven talent decision making. With Reejig you can:

Find high-quality, diverse candidates in seconds

With 100% visibility across your entire talent ecosystem, instantly build a shortlist of candidates before your competition knows they're even on the market. Slash your recruitment costs, reduce unconscious bias with our Ethical AI talent engine, and let your talent team focus on providing an incredible candidate experience.

Mobilize and retain your top performers

Engage your workforce with meaningful growth opportunities and personalized, actionable career pathways. Reejig gives you a real-time picture of your people, their



skills, and their potential, and proactively matches and nudges them to new roles, gigs, mentors, and training opportunities.

Build an agile workforce today to set yourself up for a future with zero wasted potential

Reejig helps you understand your skills gap at an individual, team, and organizational level, and provides recommendations on how to best reskill and upskill your workforce. This means you have the right skills in the right place at the right time, and the agility to adapt your workforce to meet your future business needs.

Reejig is an independent, privately held Australian company registered in 2019 with a subsidiary company registered in the US and active operations across Europe, Asia, Pacific and the Americas. Reejig is headquartered in Sydney, NSW.

To date, Reejig has raised A\$23.5 million in Seed and Series A rounds, led by Atlassian CEO Scott Farquhar via Skip Capital as well as Airtree Ventures, and Culture Amp's Didier Elzinga. The continued support of Reejig's investors has been driven by the quality of the platform, the exceptional team, market demand for workforce intelligence and importantly, our joint mission of zero wasted potential.

Reejig is trusted by the world's largest and most complex organizations, including Woolworths, AWS, KPMG, Allianz, and the NSW Government.

Meet Reejig's incredible founders:

[Siobhan Savage](#), Chief Executive Officer and Co-founder

Siobhan is an award-winning workforce strategist obsessed with developing inclusive workforce intelligence and designing meaningful careers at scale. A visionary leader and dominant voice in the future of work, and the role ethical AI plays in creating zero wasted potential.

[Mike Reed](#), Chief Technology Officer and Co-founder

Mike is a highly accomplished technology leader with almost 30 years' global experience in software engineering, cyber security, and privacy combined with commercial operations and corporate strategy for market-leading organizations.

[Dr Shujia Zhang](#), Chief Data Scientist and Co-founder

With a PhD in machine learning, Shujia is an industry-recognized data scientist with over 10 years' experience delivering complex projects in machine learning, data mining, deep artificial neural networks, and graph modeling.



Problem(s) Your Technology Solves

Problem	Reejig solution	Evidence
<p>Global organizations lack visibility into the skills & potential of their talent ecosystem.</p>	<p>100% visibility into your talent ecosystem</p> <ul style="list-style-type: none"> • Reejig creates automatic profiles for employees, alumni, legacy candidates, gig workers, and more through integrating with your existing HR tech stack • Profiles are kept up-to-date with links to your systems and public data sources • Skills intelligence on every profile includes known skills, likely skills, skill mastery levels, skill adjacencies, skill gaps and learning recommendations 	<ul style="list-style-type: none"> • Less than 20% of employees ever complete their skills profiles • Reejig provide 100% visibility of your talent ecosystem • Reejig identifies 80+ skills per profile
<p>Talent sourcing and matching is time consuming, labor intensive and expensive for organizations.</p>	<p>Find high-quality, diverse candidates in seconds using ethical talent matching and sourcing:</p> <ul style="list-style-type: none"> • Reduce time to source - use <u>100% visibility</u> of internal and external candidates across all your talent ecosystem to easily create detailed searches and shortlists of high-quality, diverse candidates. • Shortlist candidates automatically - <u>Reejig matches</u> both internal and external talent based on the skills needed for a role. • Know when candidates are ready for change - Reejig's predictive intelligence applies a <u>'Ready for Change' score</u> to every profile, so you can see when external and internal talent 	<ul style="list-style-type: none"> • Time to source reduced from 13 hours to 42 seconds using Reejig • 88% of hires sourced from Reejig – substantial reduction in recruitment time and costs • 60% cost saving in recruitment budget by using Reejig • 93% of Reejig job matches ranked as 'excellent' by customers



	<p>are ready to hear an offer and act.</p> <ul style="list-style-type: none"> ● Improve diversity – Use <u>AI signals</u> on every profile to surface talent from under-represented groups, and create more inclusive shortlists. Track diversity representation across every talent pool and shortlist using <u>talent intelligence</u>. 	
<p>Employees expect a personalized and consumer grade talent experience. Organizations need a way to make human intuition scalable.</p>	<p>Create a consumer grade experience with Reejig’s ‘nudge’ engine.</p> <ul style="list-style-type: none"> ● Deliver hyper-personalized nudges to engage talent with opportunities at the perfect moment. Connect directly with people in the channels they prefer to: <ul style="list-style-type: none"> ○ Find external talent when they’re primed for a career change ○ Mobilize employees to internal moves that better utilize their skills ○ Upskill and reskill your people with the skills you need through recommended learning 	<ul style="list-style-type: none"> ● 232% increase in employee engagement for internal opportunities via nudges



<p>Bias, particularly unconscious bias, exists in the talent recruitment process. Organizations need an active way to remove bias and drive DEI&B agenda</p>	<ul style="list-style-type: none"> • Reejig’s Ethical AI ensures that existing bias is eliminated from the recruitment process, and that AI’s role in talent decision making support is built on principles of fairness, transparency, and accountability. • Diversity boosts support candidates and provides gender-balanced shortlists • Our algorithms are compliant with global regulations on equal opportunity, anti-discrimination, and human rights including AHRC (Australia), EEOC (US), EEFD (EU) and EOC (UK) 	<ul style="list-style-type: none"> • Reejig has the world’s first independently audited Ethical Talent AI • This work was recognized by Mark Caine (World Economic Forum) who noted that Reejig was “significant for organizations who want to do the right thing & minimize risk to their customers, their stakeholders, and their reputations.”
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Client Case Study

<p>Case study</p>	<p>Reducing sourcing time from 13 hours to 42 seconds</p>
<p>Customer</p>	<p>Global Consulting Firm</p>
<p>Problem</p>	<p>The speed at which <i>‘the customer’</i> can find, hire, and mobilize the right people in their business can be as impactful as winning, or losing, a project.</p> <p>With over 1,000 open roles at any one point in time and three unique talent pools – internal, pipeline, and external market – it was taking <i>the customer</i> talent team 13 hours to source a high-quality talent shortlist for any given role.</p>



	<p>The roles being sourced were highly specialized requiring niche technical skills and highly attuned soft skills, so <i>the customer</i> needed to find a way to source very precise and specialized candidates, at scale.</p>
Initiative	<p><i>The customer</i> set out with the following goals in mind:</p> <ol style="list-style-type: none">1. Get visibility of all internal and external talent2. Find faster and more efficient ways to source and get to talent first3. Shift the talent team's focus from repetitive, administrative sourcing work to strategic talent engagement4. Develop warmer lists - understand which candidates were more 'likely to move'5. Ensure D&I targets are being tracked
Process	<p>Getting 100% visibility of all of <i>the customer's</i> talent data</p> <p>The first goal was to find and unlock all the data that <i>the customer</i> was sitting on. This meant using Reejig to aggregate the data from all of <i>the customer's</i> systems including PageUp, Success Factors, SAP, our LMS as well as LinkedIn and GitHub to create a live talent ecosystem.</p> <p>From here, <i>the customer</i> was able to access 100% visibility of their talent ecosystem including current employees, applicants, alumni, contingent workers, and the labor market. Reejig created automated skills profiles for all candidates (no more manual employee profiles!), and for the first time, <i>the customer</i> had all their data in one spot and was in a position to use it!</p> <p>This was particularly impactful when you think of all the graduates that have applied over the years, whose applications just sit in the ATS system unactivated. <i>The customer</i> was now in a position to resurface these applicants to see where they were currently working and whether they were a match to our openings.</p>



	<p>The same goes for people who had left <i>the customer</i>. Reejig was able to update their profile with publicly available information, allowing the <i>customer</i> to consider the candidates for future opportunities.</p> <p>A dramatic change to sourcing for <i>the customer's</i> Talent Acquisition team</p> <p><i>The customer</i> needed a way to automate their sourcing process so that their team could focus on qualifying candidates and engaging with them vs. administratively finding them. With all the data in one spot and Reejig's ability to connect with our ATS system — this became possible.</p> <p>Reejig connected PageUp and Reejig which meant the customer had a great data feed going between the two platforms. When a job was opened in PageUp, Reejig could then make recommendations of candidates that are a skills match to that role. This shift away from manual talent pooling meant a reduction in sourcing time from 13 hours to 42 seconds.</p> <p><i>The Customer</i> also set up talent pools in Reejig based on their new job families and talent segments. These talent pools are now on auto-pilot — continually looking for people who match the job family skills. And, <i>the customer</i> is also able to understand and prioritize people with “readiness to leave” signals (based on Reejig's ethical AI).</p>
<p>Results</p>	<p>Reduced time to source. Prior to implementing Reejig, it took <i>the customer</i> 13 hours to source a suitable pool of candidates for a highly specialized role, using multiple systems and qualification processes. With Reejig, the sourcing time has been reduced to a mere 42 seconds.</p> <p>Optimized talent processes. Reejig has also enabled <i>the customer</i> to optimize their processes, improve productivity and shift their focus to more strategic activities like engaging with candidates, building pipelines, and partnering with the business to support in achieving their business outcomes.</p> <p>Reduced costs. <i>The customer</i> has been able to reduce their costs by 60% and 88% of their placements are now via Reejig. We have</p>



	<p>reduced the need to advertise and shift to a completely proactive approach</p> <ul style="list-style-type: none">● 2.5% from Seek● 0.5% from LinkedIn● 88% from Reejig● 9% from referrals <p>Improved internal mobility. During COVID-19, <i>the customer</i> was able to successfully redeploy existing talent based on skills and skills adjacencies.</p>
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Key Differentiators

There are four key differentiators that set Reejig apart:

1. **Reejig enables a world with zero wasted potential in people, businesses, and society.** This means individuals have access to meaningful careers, businesses are fully optimized with the right skills in the right place at the right time, and organizations have a responsibility to society to ensure there is access to fair and equal opportunity for all. We are 100% committed to partnering with our customers to achieve zero wasted potential together.
2. **Reejig is tackling the challenge of ensuring fairness and transparency in the application of AI to career decision making.** Despite the lack of consistent and universally applicable standards for ethical AI, Reejig is showing that it is possible to apply independent ethical assurance to AI. Currently, vendors across all industries declare their technology ethical based on their self-assessment, without the objective assessment of independent legal, ethical, or global regulatory experts. In response to this, Reejig has developed the **world's first independently audited Ethical Talent AI**, audited by UTS and endorsed by the World Economic Forum. We have set a new benchmark in trust and ethics across the global HR technology space, ensuring our algorithms are compliant with global regulations on equal opportunity, anti-discrimination, and human rights including AHRC (Australia), EEOC (US), EEDD (EU)



and EOC (UK).

3. Reejig is your central nervous system for all talent decisions. **For the first time, large organizations will have 100% visibility into the skills and experiences within their workforce, with automated skills profiles for everyone in their talent ecosystem.** This means organizations no longer need to rely solely on employees updating their profiles. **Reejig has invested heavily in deep AI research projects** to reshape the future of skills intelligence and develop tools to extract meaning from big data to inform the workforce of the future. In partnership with the Australian government's data science research division CSIRO-Data61, Reejig developed an AI-powered skills classifier algorithm to infer the known skills, likely skills, skill mastery levels, skill adjacencies, skill gaps as well as learning recommendations for all employees. To date, Reejig has extracted and inferred over 120 million skills entries across profiles in global industries including healthcare, government, retail, financial services, technology, construction, and defense. What this means for our customers is access to a data-driven, skills-based opportunity marketplace that enables them to recommend future pathways, nudge talent to new opportunities, identify opportunities for talent pivots and reskilling.
4. **Reejig is the only platform that allows you to deliver hyper-personalized nudges to engage internal and external talent with opportunities for new roles, career pivots, and training, at the perfect moment for the individual.** Proven to increase employee engagement by 232%, Reejig's nudges result in a more engaged and fully utilized workforce and a happier team.

Now let's bring Reejig to life through a few key screenshots:



100% visibility of total workforce skills & labour market

- > Automatic profiles for employees, alumni, legacy candidates, gig workers and more
- > Kept up-to-date with links to your systems and public data sources
- > Skills intelligence based on experience, plus potential based on the future
- > AI predictive intelligence calculates 'Ready for Change' score and EVP engagement
- > Clear signals indicate whether talent is alumni, silver medallist, URP and more

The screenshot shows a user profile for Elaine Watson. At the top, there is a profile picture, name, gender (She/her), internal status, salary range (\$100-130K), and a 'Shortlist' button. Below this, it lists her current role as 'Customer Support Retail at Commonwealth Bank, Adelaide' and a previous role as 'Product Owner, Macquarie Bank 2016 - 2019'. A row of social media icons is visible. The 'Skills' section is a grid of skill tags including Agile, Customer Service, Product Design, Data Systems, Retail, Stakeholder Engagement, Code Compliance, Business Analysis, Banking, Jira, Javascript, Python, Ruby, SQL, Sitecore, React, and Symantec. On the right, two progress indicators show 'Ready for Change' at 75% and 'Brand Engagement' at 66%.

Ethical AI matching & predictive intelligence

- > Reejig extracts skills out of all data sources
- > AI matches talent based on skills and potential
- > Reejig predicts likely skills using job architecture and insight from over 400 million mapped careers
- > Technology skills are identified from data or based on industry and experience
- > Skill Mastery predicts competency for each skill based on their experience level
- > Skills Intelligence is constantly updating

The diagram shows a central red plus sign surrounded by several employee profile cards. Each card features a profile picture, a 'Great match!' label, and a list of predicted skills. The skills shown include Teamwork, Javascript, Jira, Open-mindedness, Code Compliance, Leadership, Agile, Dependability, Ruby, Data Systems, Growth Mindset, React, Integrity, Symantec, Banking, Self-awareness, Business Analysis, Product Design, and Communication. The cards are arranged in a circular pattern around the central plus sign.



Speed to hire, and speed to source for critical skills

- > AI takes the work out of sourcing critical skills for jobs, gigs and projects
- > Instantly surface any matched profile, including legacy candidates
- > Prioritise those who are ready for promotion, ready for change, or with skill adjacencies
- > Predictive AI gets you to candidates before they put their CV on the market

Product Owner – Digital Banking
 Fulltime Role / Technology & Innovation / Adelaide, Australia

Internal 16 External 10 Applicant 02 Talent Pool 02

Elaine Watson *She/Her*
 Agile Customer Service Product Design
 Current: Customer Support Retail at Commonwealth Bank, Adelaide
 Previous: Product Owner at Macquarie Bank 2016 - 2019
 Ready for Change: 75%
 Brand Engagement: 66%

Johnny Doe *He/Him*
 Agile Customer Service Product Design
 Current: Customer Support Retail at Commonwealth Bank, Adelaide
 Previous: Product Owner at Macquarie Bank 2016 - 2019
 Ready for Change: 75%
 Brand Engagement: 66%

Lisa Benson *She/Her*
 Agile Customer Service Product Design
 Current: Customer Support Retail at Commonwealth Bank, Adelaide
 Previous: Product Owner at Macquarie Bank 2016 - 2019
 Ready for Change: 75%
 Brand Engagement: 66%

Joy Merchant *She/Her*
 Agile Customer Service Product Design
 Current: Customer Support Retail at Commonwealth Bank, Adelaide
 Previous: Product Owner at Macquarie Bank 2016 - 2019
 Ready for Change: 75%
 Brand Engagement: 66%

Reejig your matches

- Diversity Boost
- Upskilling Boost
- Find Lookalikes

Reejig reckons Great match!

- Worked for a direct competitor in a similar role
- Proficient in top skills required
- 15 years experience in an adjacent role

Always-on talent communities

- > Live communities automatically add new or updated profiles that match
- > Talent pipelines build themselves, so you can find the best candidates faster, for less
- > Focus on building relationships with your candidates through nudges
- > Search a single source of all your talent, pre-pipelined for you

Explore Communities

Enter community name **Search Communities**

Female Software Engineers
 Always On | 140 Matches | 08 New | 05 Replies
 • Siobhan Savage Nudged All Candidates (24 minutes ago)
 • Siobhan Savage Added Candidate to Shortlist (32 minutes ago)

Executive assistants
 Always On | 119 Matches | 0 New | 05 Replies
 • Siobhan Savage Nudged All Candidates (24 minutes ago)
 • Siobhan Savage Added Candidate to Shortlist (32 minutes ago)

Cyber security
 Always On | 47 Matches | 33 New | 05 Replies
 • Siobhan Savage Nudged All Candidates (24 minutes ago)
 • Siobhan Savage Added Candidate to Shortlist (32 minutes ago)

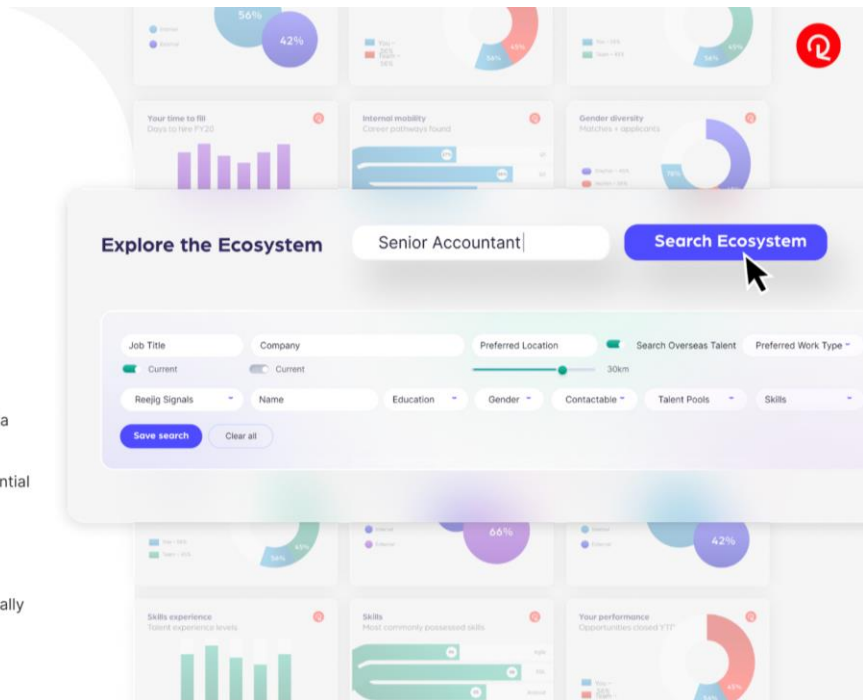
Female Finance Managers
 Always On | 229 Matches | 0 New | 05 Replies
 • Siobhan Savage Nudged All Candidates (24 minutes ago)
 • Siobhan Savage Added Candidate to Shortlist (32 minutes ago)

Mobilise for Growth
 Always On | 321 Matches | 0 New | 05 Replies
 • Siobhan Savage Nudged All Candidates (24 minutes ago)
 • Siobhan Savage Added Candidate to Shortlist (32 minutes ago)



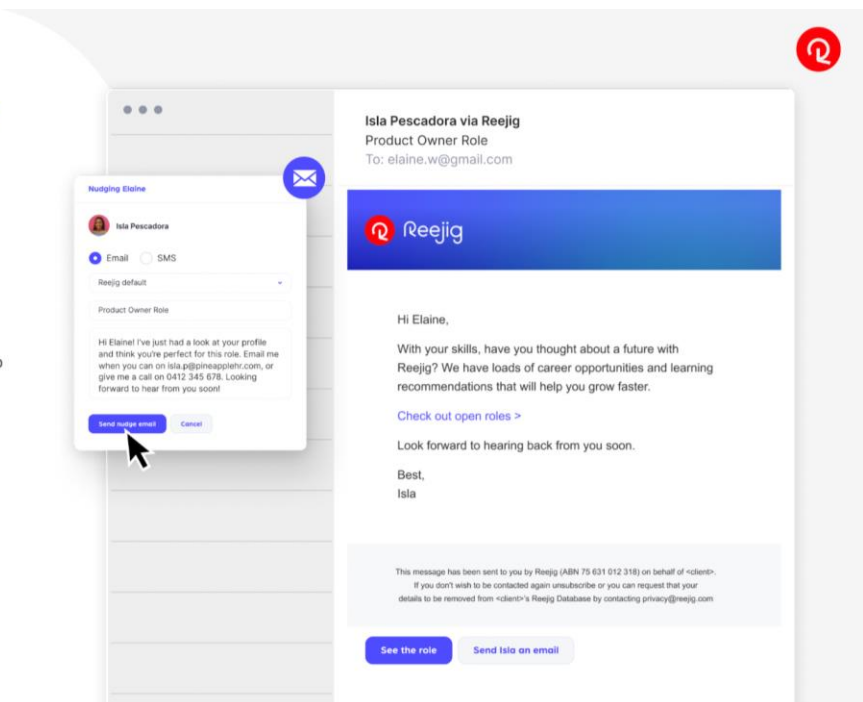
Mobility and redeployment

- > Powerful search and filters based on any data point in your ecosystem
- > Ethical AI recommends those who have potential for new roles, succession or secondment
- > Redeploy talent with pro-active matching - always-on-hiring
- > Increase speed to hire as Reejig is automatically pipelining



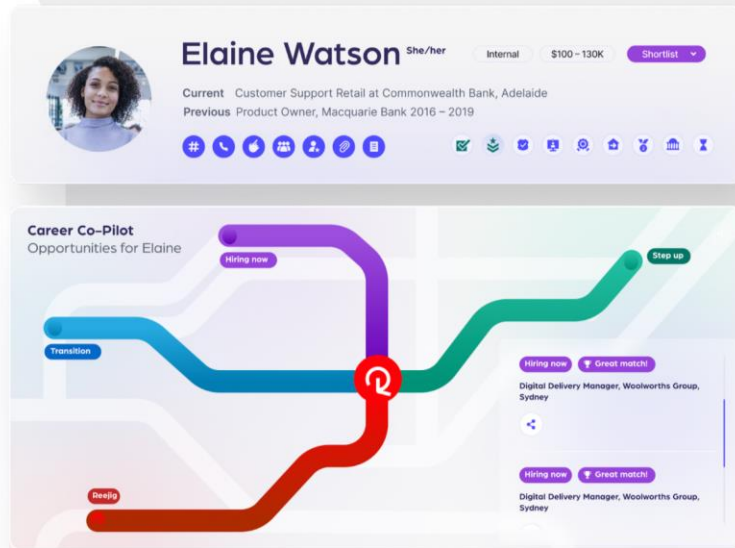
Build communities & personalised nudges

- > Create personalised nudges that connect with people in the channels they prefer
- > Predictive AI gives you a competitive edge to get to talent first
- > Keep candidates engaged, so you're always prepared to ramp
- > Provide employees with opportunities when they're 'Ready for Change'
- > Create DE&I campaigns to attract diverse talent and create awareness
- > Communicate your EVP at scale using hyper-personalisation



Actionable career pathing and succession planning

- > Personalised actionable career pathing for every employee
- > Identify next move, second move and job adjacencies for any profile
- > Skills gaps identified to critical roles
- > Hyper-personalised learning recommendations to upskill
- > Search by matched roles to understand how your workforce is prepared for the future



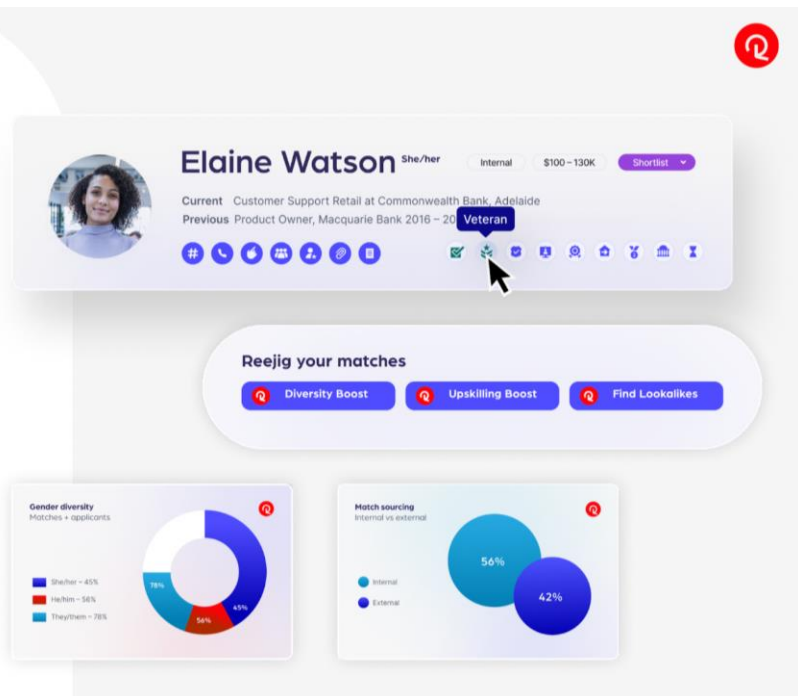
Workforce & market Intelligence

- > Understand all the skills and experience you have access to, and where the talent is located
- > Understand the diversity DNA of your talent and the labour market
- > Ensure you have access to the right skills at each stage of your resource management schedule
- > Analyze and identify trends in your hiring patterns or succession decisions
- > Track your Diversity participation in real time, to meet your goals



Diversity, Equity & Inclusion intelligence

- > Ethical AI removes unconscious bias from every career decision
- > Diversity boosts support candidates and provide gender balanced shortlists
- > Uncover and re-engage diverse talent, even if they have left the industry
- > Reporting includes gender, language, age and ethnicity by role, department, and skill



The Company Behind the Technology

As a company, Reejig exists to tackle the global challenge of creating a working world with zero wasted potential in people, business, and society. In this world, every individual has access to a meaningful career, every business has the right skills in the right place at the right time and organizations have a responsibility to society to ensure there is fair and equal opportunity for all

For too long, there has been a lack of fairness, equality, and transparency in the talent recruitment and talent management process. Large scale organizations have been 'flying blind' with no easy nor scalable way to get 100% visibility of their workforce's skill, experience, and potential, and no easy way to ensure that the talent decisions they are making are fair, equitable, and free of bias.

Global organizations have not had the data or the tools to manage their workforces in a way that benefits the individual, the business, and society as a whole; and where they have had the data or the tools, there have been innate challenges around the ethical application of such data. These challenges extend to 1) the lack of a consistent and universally applicable standard for ethical AI, and 2) the risks of big data and uncontrolled AI in the HR industry.



The impact of these challenges is three-fold. Individuals, particularly minority groups, are impacted as they are subject to unconscious biases based on gender, race, and disability in the recruitment process. Organizations are impacted as they don't have the intelligence to maximize the potential of their people and their workforces; and society is impacted as a whole, as organizations aren't being held accountable for making fairer and better decisions about their people.

Reejig is solving these challenges through workforce intelligence, leveraging our innovation in both ethical talent AI and skills intelligence to create a world with zero wasted potential. In alignment with the UN Sustainable Development Goals around (5) Gender Equality, (8) Decent work and economic growth, (9) Reduced inequalities, and (17) Partnerships for the goals, Reejig directly enables organizations to lead social change by actively understanding, monitoring and reporting on progress in each of these ESG commitment areas using ethical data.

Inclusion agenda

Creating an inclusive culture is at the heart of what we do. Reejig is a female-led powerhouse with two female and one male founder. Siobhan Savage as CEO, alongside Dr. Shujia Zhang as Chief Data Scientist; and Mike Reed as Chief Technology Officer.

Inclusion continues at an organizational level. The incredible growth of Reejig has been driven with a focus on diversity, equity, and inclusion. During 2021, the Reejig leadership team held a 70/30 female/male split and now in Mar 2022, we have intentionally achieved a 50/50 split. This gender balance extends throughout the team with a 40/60 female/male split. Inclusion also extends to culture at Reejig - where we proudly have a culturally diverse team across Australia, New Zealand, Ireland, China, India, Pakistan, USA, Greece, Turkey, Vietnam and Jamaica.



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.

