HR TECH
AWARDS
*powered by lighthouse research & advisory*

TALENT ACQUISITION
BEST ADVANCE IN PRACTICAL AI
2023

| Company Name: | Phenom |
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| Website URL: | phenom.com |
| Logo |  |
| Key Customers: | Bon Secours Mercy Health<br>Bright Horizons<br>Circle K<br>TruGreen |

# About the Company

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

The Phenom team believes that:

- Existing HR tech solutions were not designed for the current societal and technological shifts.
- Stitching together point solutions will ultimately become unusable and never deliver the end goal.
- Connecting people, data, and interactions to deliver phenomenal talent moments with maximum efficiency is what candidates, employees, recruiters, hiring managers, HR, and HRIS teams need.
- The most successful companies of the future will understand and deliver intelligence, automation, and experience together.

Phenom has earned accolades including: Inc. 5000's fastest-growing companies (3 consecutive years), Deloitte Technology's Fast 500 (4 consecutive years), Business Intelligence Group's Artificial Intelligence

Excellence Awards (3 consecutive years), and a regional Timmy Award for launching and optimizing HelpOneBillion.com (2020).

Headquartered in Greater Philadelphia, Phenom also has offices in India, Israel, the Netherlands, Germany and the United Kingdom.

# Problem(s) Your Technology Solves

Phenom High-Volume Hiring improves hiring efficiencies by up to 90% for organizations that need to manage a massive candidate pool or hire at scale for critical or seasonal roles. Core to Phenom's solution is intelligent automation, which accelerates the application and hiring process for both candidates and recruiters; shifting early transactional interactions into personalized AI-led processes that quickly qualify job seekers by interest, experience, and location.

- Candidates enjoy a simplified user experience including personalized job search, qualification validation, and initial screening that takes place within a single consistent environment, which may include career site, chatbot, SMS or WhatsApp.
- HR teams can design and adapt hiring flows that are differentiated by job role and required skills — such as specialized licenses or certifications for teachers, nurses, airline pilots and flight crews, or commercial truck drivers. AI and logic-driven automations connect qualified job seekers with best-fit roles and move them quickly into the appropriate hiring workflow, allowing recruiters to screen and schedule up to 400% more candidates.
- Automated job matching, guided qualification screening, in-line video assessments, and intelligent, cross-functional interview scheduling are all included — delivering a steady flow of qualified candidates to onsite hiring managers, with shorter time-to-offer and shorter time-to-hire periods. The solution takes candidates from "hello" to hiring confirmation in as little as 3 minutes.

High-Volume Hiring enables companies to dramatically improve their hiring efficiency, quickly fill business-critical jobs, and reduce operational risk by implementing AI and logic-based recruiting workflows.

Post-pandemic, staffing shortages in areas like supply chain, transportation, manufacturing, education, and nursing have severely impacted the various areas of society, including education, healthcare, and the delivery of goods and services. This has led to various industries recognizing the skyrocketing costs of vacancy, and the exposure of operational risk to organizations — all due to the inability to efficiently and cost effectively fill open jobs during the "Great Resignation."

Phenom High-Volume Hiring provides talent acquisition teams with an automated, always-on hiring channel that supports recruiting teams by using AI- and logic-lead workflows to accelerate a job-seeker's search, qualification verification, and interview scheduling – with little to no administrative support from

HR specialists or on-site hiring managers. This means that hiring teams can more quickly interact with candidates that are most closely matched to the organization's immediate business needs, shorten their time-to-offer, and get workers into key production, clinical and service delivery positions.

# Client Case Study

A global early education provider is keeping thousands of centers staffed and open thanks to Phenom High-Volume Hiring. Here's how they're doing it.

Keeping more than 1,000 childcare centers open requires one global company to continuously staff more than 30,000 employees — many with specialized professional certifications. They hire in high volume for licensed educators, classroom supervisors, and assistants — paying close attention to student-to-teacher ratios and certification compliance. In addition, many of the company's centers are in urban areas, where multiple locations are hiring for similar positions and sharing a candidate pool is beneficial.

Without a unified way to connect quality candidates with recruiters and hiring managers, staffing challenges abounded. Some centers couldn't open due to lack of certified childcare professionals; others had to close. Customer attribution soon followed, and the company was losing over $1 million per week due to staffing complications.

With Phenom High-Volume Hiring (which includes Phenom Video Assessments, AI Scheduling, and Chatbot) the company now uses one enterprise-wide hiring system to automatically screen candidates and accelerate their move to the next hiring action in as little as 3 minutes, depending on their location, credentials, and job posting preferences.

Candidates can first search for available positions on the career site and receive personalized job recommendations, or receive a list of priority positions based on general job characteristics. Depending on their search choices, job seekers are routed into a unique hiring workflow where they can quickly complete video assessments and schedule interviews with hiring managers — significantly reducing recruiter intervention during early screening and job-matching activities.

In the first 45 days of use, the organization experienced a 96% increase in completed applications and a 93% increase in chatbot-generated leads. On average, candidates completed their online applications in just 2.5 minutes, dramatically expediting previously inefficient aspects of the hiring process.

"Hiring skilled classroom professionals and assistants at varying levels of experience is a constant. Phenom High-Volume Hiring has enabled our lean recruiting staff to filter candidates early and move the majority directly to the interview stage based on their certifications and our most pressing needs. This enables us to keep our classrooms open with required professional oversight," stated their Chief People Officer.

# About Lighthouse Research & Advisory

Through a blend of advisory, proprietary research, and events, the team at Lighthouse Research & Advisory **sets a new standard** for analysts and influencers in HCM to help our partners achieve real results.

**Advisory**: Unlike other firms, Lighthouse doesn't force providers to use a membership to work with us. However, we find that those utilizing our membership offerings generate the best results.

Lighthouse offers everything from long-term membership options to advisory days for employers and solution providers that want access to the team's insights and expertise. Employers typically use advisory for technology landscape insights, but they also ask about industry-specific research and other trends. Solution providers use advisory services for annual partnerships supporting product roadmap, competitive differentiators, and buyer priorities.

**Research**: Our team surveys thousands of employers and workers annually across topics like:

- Talent acquisition and candidate trends
- Learning and employee mobility
- Mental health and employee benefits
- Performance, retention & engagement
- Frontline worker trends
- HR technology usage and adoption

Some of these studies are scheduled in advance based on inputs from our Research Advisory Board (HR and talent executives at employers representing millions of global workers).

One of **our key differentiators** is a focus on **custom research** projects for solution providers that want product/market validation, buyer insights, and other value from quantitative and qualitative data. We have worked with three of the four largest HCM providers in the world as well as a wide range of new and established firms on this type of research, bringing innovative, groundbreaking insights and expertise to solution providers large and small.

**Events and Content**: From our lead-generating events like our annual HR Summer School which has reached tens of thousands of HR professionals to our more focused livestreams and other content like speaking and reports, we know the HR community better than anyone. Unlike traditional analysts that are detached and inaccessible, we measure our success in the impact we have on the profession and discipline of human resources.

From a practical perspective, we offer event partnerships, both licensed and custom content, and other packages for providers that want to stand out with research-based, relevant content for today's HR, talent acquisition, and learning executives.

**Learn more at LHRA.io**