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TALENT ACQUISITION
BEST INNOVATIVE OR
EMERGING TECH SOLUTION
— **2023** —

SmartRank

Case Study: 2023 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:	SmartRank
Website URL:	https://www.smartrank.ai/
Insert Logo (JPG/PNG):	SmartRank
Key Customers:	**Holland, Daasity, Eon, Grand River Solutions, Discovery Partners, Retail Backbone, Tokemak**

About the Company

SmartRank is a Non-Traditional Productivity-ATS that completely automates the job applicant screening process, stack-ranks and filters those applicants, and gives hiring managers exactly what they're looking for without using/needing a résumé.

SmartRank was originally founded in April of 2020 and is based in Broomfield, Colorado. The company currently has 8 employees with a 100% remote workforce.

SmartRank is primarily focused on working with mid-market companies and recruiting/staffing agencies, but fully intend to serve the larger- enterprise market in the coming years.

SmartRank officially launched its go-to-market strategy in late summer 2022 when they converted all their beta clients to paid clients. Since then, they have continued to bring on new customers in various industries each month.

Problem(s) Your Technology Solves

Problem: Recruiters don't know EXACTLY what qualifications hiring managers are looking for, and this creates huge productivity & morale issues.

- Recruiters literally work through a chronological list of applicants in an ATS one-by-one which is extremely time consuming and the most inefficient way you could review applicants.

- Recruiters match keywords on résumés and job descriptions which is not effective. For example, what does "proficiency in Python" mean? It's not defined and that's the problem.

SmartRank Solution: We completely automate the screening process with a set of highly specific questions and answers that are <u>derived directly from the hiring manager</u>. Then we stack-rank and filter those applicants based on their scores which saves everyone an enormous amount of time, creates accountability for all parties, and ensures the most qualified applicants are moving through the process.

Problem: Names and résumés are two of the biggest sources of unconscious bias, which leads to a subjective review of any applicants being reviewed. This ultimately limits DE&I progress.

SmartRank Solution: Since we don't need names & résumés, we can mask demographic data. We also screen 100% of the applicants with the same consistent set of questions, creating the most equitable screening process possible. For affirmative action employers we can also show the top ranked diverse applicants.

Problem: Hiring managers are tired of this old and antiquated process which reduces their engagement.

SmartRank Solution: We give hiring managers qualified applicants that are EXACTLY what they're looking for, and they don't need to mess with job descriptions and résumés. We also have specific communication tools to promote quick and easy feedback.

Problem: With no force multiplier in place, companies scale their recruiters up and down, or use recruiting agencies, which are all very expensive options.

SmartRank Solution: Since we automate so much of a recruiter's job, one recruiter can literally do the job of 3 or 4 recruiters.

Problem: ATSs are notoriously bad at reporting and analytics, and the data they do provide is the same type of data they provided 15 years ago.

SmartRank Solution: The thousands of datapoints we capture with questions and answers turn typical anecdotal conversations into data-driven conversations.

Problem: The ability to justify why companies pass on applicants is severely limited in traditional ATSs which opens companies up to legal/compliance issues and audits.

SmartRank Solution: Companies can avoid audits by having our masking features turned on, but they also have granular data for why applicants were not selected, and that data was provided by the applicants themselves as opposed to a subjective review of a résumé.

Problem: Every applicant experience is virtually the exact same and universally disliked by applicants for many reasons. Applicants are tired of submitting their résumés to companies only to hear back 3 months later or not at all.

SmartRank Solution: Our applicant experience is highly relevant to the job which gives them a clear understanding of their likelihood for an interview. Our automation tools allow for recruiters to disposition applicants faster than any other ATS.

Client Case Study

This customer is a 1,200 employee organization that was using Taleo for their ATS. In their words, it was an "expensive résumé repository, and that's it." They had several challenges they were looking to solve.

This team manages both HR and talent acquisition functions as opposed to be separate like many organizations. This double-duty significantly reduced their time to review applicants, and for some requisitions they received a high-volume number of applications. With SmartRank, they are able to quickly identify the top talent without having to review every applicant, which saves them an enormous amount of time.

In addition, the team no longer has to carry the burden of trying to find qualified applicants for roles that they are not subject matter experts in. This customer has roles across the spectrum from hourly Truck Drivers to Electrical Engineers to Controller type of positions. With SmartRank they allow the hiring managers to use their subject matter expertise to create questions/answers that effectively screen the applicants to their specific preferences.

They had virtually no hiring manager engagement. In fact, the talent acquisition team was simply scheduling interviews without getting hiring managers' input on applicants. Now they have over 40 hiring managers engaging in the talent acquisition process with creating questions and answers, providing feedback, and feeling good about the applicants they're meeting with.

They also had a big challenge with some of their hourly roles like truck drivers because their applicant experience was the exact same regardless of the role they were hiring for, which meant they lost a lot of applicants because they didn't have or want to submit a résumé, education, experience, etc. Also, truck drivers typically want to text because many of them still have flip phones. Our customer solved both of these problems by being able to customize their applicant experience to just ask important questions like what types of licenses (e.g., CDL A, CDL B, etc.) they have that are current and valid, and contact information. With those being the only things the applicants have to do in the application process, applicant volume increased and SmartRank was able to filter the top ranked. SmartRank also has texting through the application which allowed them to communicate with these truck driver applicants quickly and easily.

This customer also struggled with the issue of wanting to recommend certain applicants for other roles they felt they may be better qualified for, but not having an effective way to do so. SmartRank allowed them to use multiple features such as "Silver Medalist" and "Recommend for" which allows them to save or recommend applicants for different roles than the ones they originally applied for.

Prior to SmartRank, this customer had an EEOC audit due to a discrimination claim. With SmartRank, this customer can now prove, with extreme detail, why they pass and ultimately disposition every single applicant.

SmartRank was able to migrate over 5,000 applicants from their Taleo system to maintain compliance with the OFCCP.

Product Screenshots

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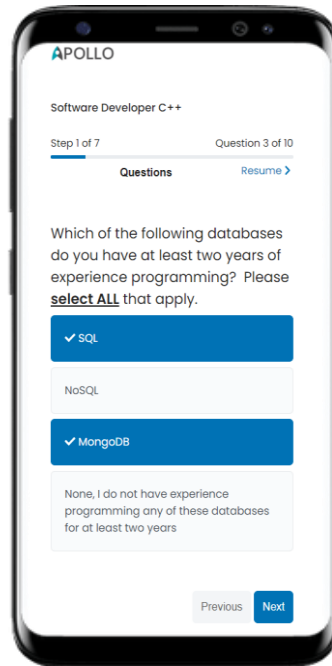
SmartRank® New ▾ Manage ▾ View ▾ Reports ▾ Comments Conversations

❓ ⚙ apollo ☀ Alice Cooper ▾

26
of 140

68%
SmartMatch™
Manager feedback
☆☆☆☆☆

Candidate #BK-414 [Not Reviewed]
Applied for Full Stack Rails Software Developer - Jacksonville, FL and 5 more (2 active)
Last Action: 👤 Applied by Candidate #BK-414 2 days ago
Applied: 01/27/23
Source: Unknown

Print Profile

Recommend for Other

☐ Send Disposition Email

Feedback
No feedback has been requested for this applicant

🗨 Request Feedback

🗨 Request Feedback | 🗨 Request Feedback With Link | ✉ Email Invite | 🗓 Mark As Contacted | 🖊 Make Offer | 🏆 Hire | ❓ Request Status | 📄 Submit Note | ✉ Custom Email | ⊘ Pass | 🏅 Silver Medal

⊖ Mark As Withdrawn

QUALIFICATIONS 68%

RATINGS ☆☆☆☆☆

EXPERIENCE 2

EDUCATION Master's

HISTORY 👤 Candidate #BK-414

(3/3)
4. How many years of on-the-job experience do you have developing and maintaining a Looker environment?
More than 4 years

(0/4)

👎

(2/4)

(4/4)
5. Which of the following best describes your level of proficiency with Ruby on Rails?
Proficient - I can build non-trivial queries with ActiveRecord model associations and scopes, am comfortable with rspec and dynamic test fixture generation, and able to write HTML, CSS and JavaScript
Familiar - I am familiar with Ruby on Rails but never used it on a work project
Expert - In addition to the above, I have used ActionCable, ActionMailer, ActiveJob, and ActiveStorage on various projects, can develop complex and efficient queries involving inner and outer joins on multiple models, and am able to implement custom UI behavior using Javascript,
Guru - In addition to the above, I have built single-page applications using Javascript, used advanced SQL features (e.g. CTEs, window functions, triggers), and can analyze and profile an application for performance and memory issues;

(3/4)
6. Which Agile approaches do you have at least two years of experience working with? Please **select ALL** that apply. XP, Kanban, Crystal, or FDD?
Kanban
Crystal
FDD

(2/2)
7. Maintaining a unit test suite has a cost, but the big return on investment comes in the form of:
Knowing that changes will break something before they are deployed

(0/3)
8. Given the following HTML and CSS and Javascript:

```
<button id="more-btn" class="toggle-btn">Show More</button>
<div id="additional-info" class="hidden">Some additional info</div>
<style>
  .hidden { display: none }
  .shown { display: block; !important; }
</style>
<script>
  more-btn.addEventListener("click", function() { ... });
</script>
```

Assuming this is a "pure Javascript" (i.e. no libraries) app, what function body would allow clicking the button to show and hide the div?
$('.hidden').toggle();

(4/4)
9. How many years of working experience do you have using Bootstrap CSS?
Four or more

(0/4)
(1/4)
(2/4)
Zero
One
Two

⊙ Help

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Full Stack Rails Software Developer [Active]

🔗 Get apply link   [Close requisition]   [...]

Edit Location, Department, Assignments, etc.

| Location | Department | Job Title Advertisement Additional Text | Requisition last posted |
| Jacksonville, FL | Software Development | | 1 day ago |

Recruiter	Hiring Manager	Reviewer(s)	View job description
Carey Howard	Jordan Jackson	Janessa Lopez	View questions
			View history
			View applicants
			View components

Applicants 1 - 50 of 109

0 Recommendations   Silver medalists   Other potential matches

[▼ Filters]

[ ] Select All   [✉ Custom Email]   [♀ Recommend For Other]

	Rank ▾	Match ⇕	Applicant ⇕	Stage ⇕	Latest action ⇕		
☐	1	92%	Candidate #BK-686	Applied	🤚 Applied by Candidate #BK-686 about 6 hours ago	Request Feedback	...
☐	2	89%	Candidate #JP-114	Applied	🤚 Applied by Candidate #JP-114 19 minutes ago	Request Feedback	...
☐	3	87%	Candidate #SH-863	Contacted	💬 Texted by Carey Howard about 6 hours ago	Schedule Interview	...
☐	4	84%	Candidate #KS-100	Incomplete	⏱ Started about 10 hours ago	Prompt To Finish	Pas... ❓Help

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Applicants Funnel

Top New Applicants	Under Review	Ready To Contact	Contacted	Interviewing	Offer Pending
Top-ranked, active applicants needing review	Active applicants where hiring manager feedback has been requested	Active applicants with positive feedback from the hiring manager	Applicants who have been contacted but not scheduled	Applicants who are being interviewed	Applicants that an offer has been made to
43	**15** ⏳	**14**	**47** ⏳	**19**	**0**

Top New Applicants

[ ] Select All   [💬 Request Feedback]   [✉ Email Invite]   [💬 Text Invite]   [📱 Mark As Contacted]   [✉ Custom Email]   [❌ Pass]   [♀ Silver Medal]

	Rank ▾	Match ▾	Name ⇕	Latest Action ⇕	Position - Location ⇕	Hiring Manager ⇕		
☐	1/32	100%	Candidate #EJ-15006	🤚 Applied by Candidate #EJ-15006 about 4 hours ago	Truck Driver - East Grand Forks - East Grand Forks, MN	Gehl, Zach	Request Feedback	...
☐	1/34	100%	Candidate #TN-14891	🤚 Applied by Candidate #TN-14891 about 8 hours ago	General Laborer - (East Grand Forks, MN) - East Grand Forks, MN			...
☐	1/19	100%	Candidate #NP-14855	🤚 Applied by Candidate #NP-14855 1 day ago	General Laborer - (Ardoch, ND) - Ardoch, ND	Jelinek, Tony	Request Feedback	❓Help

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Rank ▾	Match ⬍	Applicant ⬍
☐ 1	100%	Candidate #RL-9717
☐ 2	89%	Candidate #AD-14837
☐ 3	86%	Candidate #CJ-9489
☐ 4	82%	Candidate #TN-9978
☐ 5	75%	Candidate #OL-9289
☐ 6	71%	Candidate #JH-9088

Applicants 46 of 46

▼ Filters   Clear filters

Female   African-american   Asian   Latino or hispanic

☐ Select All   ✉ Custom Email   ♟ Recommend For Other

Rank ▾	Match ⬍	Applicant ⬍
☐ 11	72%	Latisha Lindsay (#LL-431)
☐ 18	64%	Candidate #MR-144
☐ 29	56%	Suneetha Sagar (#SS-215)

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What is your minimum salary range expectation per year (this does not include commissions, bonuses, or other forms of compensation)?

a. $60,000 - $70,000	13/205 (6%)	4 points	**View Applicants**
b. $71,000 - $80,000	23/205 (11%)	2 points	**View Applicants**
c. $81,000 - $90,000	46/205 (22%)	0 points	**View Applicants**
d. $91,000 - $100,000	87/205 (42%)	👎	**View Applicants**
e. $100,000+	36/205 (18%)	👎	**View Applicants**

Applicants 13 of 13

🔽 **Filters**   **Clear filters**

Q19: $60,000 - $70,000

☐ Select All   ✉ Custom Email   👤 Recommend For Other

Rank ▾	Match ⇕	Applicant ⇕	Stage ⇕
☐ 19	👎	Matthew Ramos (#MR-265)	Knocked Out
☐ 23	👎	Candidate #LC-77	Dispositioned
☐ 29	👎	Candidate #AW-448	Dispositioned
☐ 41	👎	Betty Kelly (#BK-686)	Knocked Out

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Potential Matches for Full Stack Rails Software Developer - Atlanta, GA

SmartMatch is estimated based on questions answered by candidate when applying for other requisitions

☑ Select All   ⚥ Recommend

Candidate Name	City	State	Estimated SmartMatch	
☑ Candidate #AR-420	Odenton	md	95%	Recommend
☑ Candidate #BK-686	Deltona	FL	92%	Recommend
☑ Dave Chapelle (#DC-140) 🚩	Chattanooga	TN	92%	Recommend
☑ Candidate #AL-183			92%	Recommend
☑ Brendan Miller (#BM-335) Interviewed	Pittsburgh	PA	89%	Recommend
☑ Kelvin Carlson (#KC-639)	Apopka	FL	89%	Recommend
☑ Michelle Olive Tjelmeland (#MO-8)	Phoenix	AZ	89%	Recommend
☑ Candidate #RW-642	Lithonia	GA	87%	Recommend
☑ Candidate #DM-154	Phoenix	AZ	87%	Recommend
☑ Tamsin Calhoun (#TC-468) Interviewed	Columbia	MD	87%	Recom ❓ Help

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All Messages

General Laborer - (East Grand Forks, MN)
Kenny Franks (#KF-7253)

Diesel Mechanic- Heavy Repair
James Wenninger (#JW-9130)

Warehouse Manager
Shar Mcherron (#SM-3583)
8 months ago
I'm here ❤️

Shar Mcherron (#SM-3583)

SS | **SmartRank Support** — 8 months ago
Hey Shar, are you there?

SM | **Shar Mcherron** — 8 months ago
I'm here ❤️

Type a message here | Send

Applicant Time Based Metrics Report by Position

From 2022-10-28 00:00:00 UTC to 2023-01-27 23:59:59 UTC

Show rows with all zeros

Position	Num Apps	Request Feedback	Provide Feedback	Contact	Schedule Interview	Complete Interview	Make Offer	Time To Hire	Disposition
Account Executive	152		7 hours	22 hours	2 days	3 days	2 days		1 day
Account Executive (Financial Services)	310		6 hours	20 hours	1 day	2 days		4 days	3 days
Account Executive (SLED)	364	10 hours	4 hours	1 day	1 day	3 days		3 days	3 days
Assistant Controller	419	8 hours	6 hours	14 hours	1 day	2 days		2 days	2 days
CDL B Driver	394	10 hours	5 hours	19 hours	1 day	2 days		3 days	2 days
Executivo de contas	214	10 hours	6 hours	18 hours	1 day	2 days			1 day
Full Stack Rails Software Developer	496	10 hours	8 hours	22 hours	1 day	2 days			1 day
Java Developer	44	12 hours	6 hours	17 hours					17 hours
SQL Developer	534	9 hours	6 hours	1 day	1 day	2 days			1 day
Sales Development Representative	302	11 hours	6 hours	22 hours	1 day	2 days		1 day	2 days
Senior Data Modeler / Data Architect	252	7 hours	5 hours	19 hours	20 hours	1 day		1 day	1 day
Senior Product Designer	287	9 hours	5 hours	22 hours	1 day	2 days		4 days	2 days

(Tooltip: Time from application submission to feedback first requested.)

Job Application Components

Publish requisition

Add component to application   Make component required

☑ Referral   ☑

☑ Resume   ☑

➖ Documents

      ☐ Cover Letter   ☐

      ☐ Portfolio   ☐

      ☑ GitHub Profile   ☑

      ☐ Transcripts   ☐

      ☐ Technical Writing Sample   ☐

      ☐ Valid Class B CDL License   ☐

      ☐ Infographic   ☐

☑ Education   ☑

☑ Experience   ☑

☑ Self ID

➕ Contact Info

☑ Ratings

☑ Send email notifications for top ranked applicants

? Help

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