

Boost Greenhouse Recruiting with Eightfold and Accelerate the Hiring of Top Talent

Five Ways to Improve Talent Acquisition with AI



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Greenhouse Recruiting is a top choice for progressive and fast-growing companies. The popular applicant tracking system (ATS) provides a proven foundation for hiring success.

But recent trends—including a tightening job market, a growing commitment to workplace diversity, and the new skills demanded by digitalization—have talent teams looking for additional ways to increase recruiting efficiency and effectiveness.

The Eightfold® Talent Intelligence Platform™ integrates with leading ATS solutions, including Greenhouse Recruiting, to improve hiring outcomes. The AI-powered platform enhances every stage of the recruiting process with valuable talent insights and time-saving automation.

Augmenting Greenhouse Recruiting with Eightfold allows employers to up-level their recruiting strategy to address today's business realities. This e-book describes how Greenhouse customers can use Eightfold to advance five priorities for talent acquisition in the new world of work:

- 1 Build and nurture a talent network**
- 2 Attract more qualified and diverse candidates**
- 3 Accelerate the hiring of top talent**
- 4 Measure and improve recruiting performance**
- 5 Make and track progress on inclusive hiring**



Eightfold and Greenhouse Recruiting

The Eightfold Talent Intelligence Platform integrates with Greenhouse Recruiting to help employers source, screen, engage, and hire qualified and diverse talent.

Talent Intelligence

Eightfold brings the power of AI to talent acquisition. Eightfold aggregates learnings from more than one billion career paths with applicant data from Greenhouse Recruiting to deliver new, real-time insights into skills, jobs, and candidates. This talent intelligence enables data-driven decision making throughout the hiring process—from defining the skills needed for a role to identifying quality candidates to interview.

Better Together

As a complement to Greenhouse Recruiting, Eightfold adds significant value at the top of the recruiting funnel. The platform's AI automatically matches people with jobs based on their skills and potential. Recruiters can jumpstart the hiring process with an instant shortlist of qualified candidates, and job seekers on an Eightfold career site can easily find the best positions to apply for. In addition, the platform's rich analytics provide a new level of visibility into recruiting performance and diversity outcomes.

Everybody Benefits

Eightfold improves the recruiting process for everyone: candidates, recruiters, hiring managers, interview teams, and talent leaders. Job seekers enjoy a compelling, personalized experience at every touchpoint. Recruiters become talent advisors who deliver quality candidates. Hiring managers fill roles faster and with greater insight into their pipelines. Interview teams waste less time on the wrong candidates. And talent leaders benefit from better diversity hiring and lower recruiting costs.

Ultimately, Eightfold helps employers meet some of their top talent goals. These include building a talent network, attracting the best candidates, accelerating hiring, improving recruiting performance, and making meaningful progress on inclusive hiring initiatives.

“Sourcing, profile assessments, outreach, even intake calibrations can all leverage AI, which saves time, saves money, and saves resources.”

Jeff Schlosser

Head of Talent, Granular

1 Build and Nurture a Talent Network

Greenhouse customers can reduce time-to-fill and cost-to-hire by using Eightfold to create, update, and engage their own talent network composed of past and current applicants as well as other promising talent.

Rich Talent Network

Eightfold helps talent teams leverage one of their biggest assets: the thousands of applications collected over years of recruiting. Eightfold ingests applicant data from Greenhouse, and then refreshes it with information from public sources and enriches it with learnings from more than 1 billion talent profiles. The result is a deep, up-to-date talent network for sourcing and nurturing qualified candidates. Employers can also add employees, alumni, referrals, contingent staff, and agency-sourced individuals to their talent network in Eightfold.

Targeted Candidate Outreach

Employers can engage their talent network with personalized communications using Eightfold's built-in candidate relationship management (CRM) capabilities. Sourcing and recruiting teams can do targeted outreach with content tailored to an individual's skill set, job interests, or geographic location. They can also create automated drip campaigns to nurture passive candidates and meet future hiring goals. Eightfold's AI can even select the right audience for any message—a powerful feature no other talent CRM offers.

No Search Starts from Scratch

Eightfold taps into an employer's talent network every time a requisition is opened. The platform's AI automatically considers past applicants for new openings—resurfacing top talent like silver medalists from previous job searches. Employers fill jobs faster and can dramatically cut sourcing costs. One joint Greenhouse and Eightfold customer reduced agency costs 78% in the first year alone.

KEY TAKEAWAYS

- > Rediscover talent in Greenhouse Recruiting
- > Stay top of mind with promising candidates
- > Reduce sourcing costs and hiring time



up to 90% of pipeline instantly
sourced from talent network



higher response rate to
recruiting messages



reduction in
agency expenses

2 Attract More Qualified and Diverse Applicants

Greenhouse customers can use Eightfold to create inclusive, personalized career sites that boost employer brand and increase the number of applications from diverse and top talent.

Match Jobs to Job Seekers

Career sites are a primary recruitment channel, but a poor candidate experience can limit their effectiveness. On average, only 12% of career site visitors submit an online application.^[1]

Eightfold's AI-powered career site makes it easy for people to find and apply to the right roles. Job seekers don't have to search blindly through hundreds of openings or decipher unique job titles and descriptions. Instead, applicants simply upload a resume, and Eightfold instantly recommends the best positions for that individual. The site also explains why the applicant's skills and experience are a good match, eliminating the second-guessing that leads to high drop-off rates.

Personalized Engagement

Eightfold further improves the candidate experience by presenting relevant content alongside recommended positions. Rather than navigating to another section of the career site, applicants have immediate access to videos, blogs, and other employer branding content directly related to their job interests. Recruiting teams can use this capability to effectively engage and improve conversion rates for select audience segments—such as top-performing female sales managers or candidates in Nashville who can write software in the Perl programming language.

More Applicants, Better Quality

The big payoff for employers is more applications from qualified candidates. Eightfold customers have increased application rates from their career site by four times or more. Companies are also better positioned to meet diversity hiring goals. Helping job seekers understand why they are a strong match for a role draws more applications from under-represented groups and people with non-traditional backgrounds.

KEY TAKEAWAYS

- > Strengthen employer branding with a winning candidate experience
- > Surface the best jobs for each career site visitor
- > Increase applications from diverse and qualified talent

Outcomes achieved by an online delivery company with an Eightfold career site:



of career site visitors apply
(versus 12% benchmark)



of applicants meet or
exceed job requirements



of visitors' time is
spent looking at jobs

^[1] Jobvite 2018 Recruiting Benchmark Report

Eightfold's Advanced Talent AI

The Eightfold Talent Intelligence Platform features deep learning AI that delivers rich talent insights by analyzing data from Greenhouse Recruiting customers and public sources like career sites, job boards, and resume databases. Eightfold's proprietary global data set is the world's largest, self-refreshing source of talent data. It encompasses more than 1 million job titles, 1 million skills, and learnings from the profiles of more than 1 billion people working in every job, profession, industry, and geography.

The key capabilities of Eightfold's continuously learning AI include:

- 1 Identifying the skills required to do a job successfully.**
Eightfold's AI augments requisitions ingested from Greenhouse Recruiting with relevant skills that don't appear in the job description. The sophisticated AI considers contextual nuances when mapping skills to jobs. For example, the AI can differentiate between the skills used by a Product Manager at a technology firm and the skills required for the same job title at a consumer goods company. The AI also knows which skills are rising or falling in popularity, allowing employers to stay on top of trends in the talent market.
- 2 Determining an individual's skills, capabilities, and potential.**
Eightfold's AI captures, quantifies, and continually updates the skills and capabilities of candidates ingested from Greenhouse Recruiting. The AI looks beyond the resume to identify an individual's validated skills, likely skills, skills to validate, and any skills missing for a given role. The platform also identifies adjacent skills—the skills someone can quickly pick up based on their experience. Talent profiles are kept up to date with the latest information from public sources like Hoovers, Crunchbase, GitHub, social networks, and more.
- 3 Matching individuals to jobs and other career opportunities.**
The Eightfold platform enhances recruiting and internal mobility by matching talent with jobs based on an individual's AI-inferred skills and capabilities. Eightfold's patented matching algorithms are far superior to simple keyword-based methods, which match people to jobs using words on a resume. In addition to skills, Eightfold's matching algorithm considers companies worked at, career path, time spent in different roles, work locations, performance feedback, assessments, and many other factors—all of which provide a more accurate understanding of what people are capable of and where they can succeed next.
- 4 Supporting inclusive hiring.**
Eightfold uses Equal Opportunity Algorithms—the state of the art in bias prevention—to ensure that personal characteristics don't factor into best-fit matches. Eightfold also uses the principles of explainable AI to show how every recommendation is based solely on relevant data.

"Eightfold has completely changed the way that recruiters and hiring managers think about candidates and jobs and who is a good match."

Holly Quincey

Global Head of HR—Talent Attraction & Solutions, Bayer

3 Accelerate the Hiring of Top Talent

Eightfold helps Greenhouse customers fill open roles faster by making it easier for recruiters and hiring managers to define, identify, engage, and interview the best candidates for the job.

Alignment at Intake

Lack of agreement on screening criteria results in wasted cycles and a significantly longer hiring process. With Eightfold, recruiters and hiring managers align their expectations by “calibrating” each open role. Together they define attributes they’re looking for, like preferred and adjacent skills, job titles, or past employers. They can also define candidate qualifications using the profiles of people who are “ideal candidates,” such as high performers currently in the role.

Instant Candidate Pipeline

It can take weeks for a recruiter to build a candidate pipeline by manually reviewing hundreds of resumes. Eightfold identifies a pipeline of qualified candidates in minutes. The platform’s AI analyzes an employer’s entire talent pool—including passive and active applicants from Greenhouse Recruiting—to single out high potential candidates. The AI assigns each candidate a match score from zero to five, and stack-ranks candidates based on how well they match the defined calibration criteria.

Streamlined Interview Scheduling and Feedback Collection

To save time, recruiters can schedule interviews from within the Eightfold interface, which integrates seamlessly with Microsoft Outlook and Google Calendar and with Greenhouse Recruiting. The solution prompts candidates to select a convenient time slot and tracks the interview process from start to finish. Employers can support all interview requirements and policies with advanced capabilities like virtual or onsite interviews, multi-party interviews, canceling and rescheduling, and pending confirmations. After an interview, Eightfold easily captures feedback from each interviewer.

KEY TAKEAWAYS

- > Shared understanding of the skills sought in a candidate
- > Faster, more accurate candidate screening
- > Fewer interviews to get to the right hire




more highly
qualified candidates



faster progression to
the interview phase



faster
time-to-fill

A woman with curly hair, wearing a light-colored blazer over a white shirt, is smiling and looking towards a man whose back is to the camera. The man is wearing a dark suit. They appear to be in a professional setting, possibly an office or meeting room. The woman is holding a folder or tablet.

Eightfold Enhances Structured Hiring

Greenhouse Recruiting enables a structured hiring approach that improves the interview experience and hiring decisions. Greenhouse customers can achieve superior results from structured hiring by using Eightfold to input better data and candidates into the process.

Role Kick-Off Meeting

Eightfold recommends the skills required for a given role based on the analysis of public data and past hiring decisions. Recruiters and hiring managers can quickly agree on the skills they're looking for, and then transfer those skills to the candidate scorecard for the interview kit.

Candidate Screening

Eightfold automatically surfaces the best candidates for a job given the skills the job requires. Recruiters can use this shortlist to quickly determine which candidates to move into the interview process. Hiring managers and other interviewers spend more of their valuable time with highly qualified candidates.

Interviews

Recruiters and hiring managers can conduct more impactful interviews, with a greater focus on a candidate's potential to succeed in the role. In addition, interviewers can ask targeted questions about skills that the AI suggests are missing or need to be validated.

Interview Feedback

Interview feedback captured in the candidate scorecard automatically syncs back to Eightfold. This ensures that Eightfold refines its job-fit matching based on which candidates move successfully through an employer's hiring process.

4 Measure and Improve Recruiting Performance

Eightfold helps Greenhouse customers adopt data-driven recruiting practices. Robust analytics allow talent teams to assess pipeline health, uncover areas for improvement, and reach their hiring targets.

Ensure a Healthy Pipeline

Eightfold gives talent leaders a real-time view into their hiring pipeline, including total open positions and total candidates by funnel stage. A snapshot view of each position provides insights into the health of the candidate pipeline, while tickler notifications alert teams when they've missed an SLA like target time to hire. The ability to drill-down into individual candidates allows recruiting leaders to identify top talent who are stalled in the process and merit immediate engagement.

Track Team Performance

Eightfold offers recruiting managers new insights into their team's activities and performance. Managers can quickly see how many open positions each recruiter is working on as well as the number of candidates engaged at each stage of the hiring process. For a deeper analysis, managers can view a breakdown of each recruiter's open positions and the progress made towards filling them. These insights give managers a better understanding of what's working and where new approaches or resources are needed.

Analyze Career Site Contributions

Employers can measure the impact of their Eightfold career site with rich data on applicant activity and content engagement. Talent teams can track application volume by quality, gender, and ethnicity along with key metrics like number of applicants hired and average days to fill. They can also monitor conversion rates by campaign or source (LinkedIn, Monster, Indeed, etc.) to maximize the return on their recruiting investments.

KEY TAKEAWAYS

- > Continually improve recruiting efficiency and effectiveness
- > Better evaluate and manage recruiter performance
- > Optimize career site as a recruitment channel

"You can very quickly and at scale identify talent. It just gives you a competitive edge. This is the advantage you get with Eightfold."

Grant Weinberg

Vice President, Talent Acquisition, HR Operations & HRIS, TriNet

5 Make and Track Progress on Inclusive Hiring

Greenhouse customers can advance diversity, equity, and inclusion (DE&I) goals by using Eightfold to attract more diverse candidates, reduce unconscious bias, and measure diversity hiring outcomes.

Hire for Potential

Inclusive hiring starts with Eightfold's AI-enriched talent profiles. Resumes and applications often underrepresent an individual's true potential. The Eightfold platform overcomes this limitation by enhancing talent profiles with skills and capabilities inferred from the world's largest talent data set. This means all candidates are evaluated based on their potential to succeed on the job.

Level Playing Field

Eightfold's personalized career sites further advance inclusive hiring, with customers nearly doubling the number of applications from diverse talent. Equal Opportunity Algorithms ensure that diversity traits don't factor into job matches, and explaining why candidates are a good fit encourages applications from individuals susceptible to imposter syndrome. Eightfold also anonymizes candidate profiles to prevent unconscious bias during the screening process.

Unmatched Diversity Analytics

Eightfold gives employers unprecedented visibility into the impact of diversity hiring initiatives. A Diversity Dashboard displays conversion rates for diverse talent at each phase of the hiring process, with analyses available by gender, ethnicity, candidate match score, organization, position, and more. Talent leaders can see where bias enters the hiring process and take steps to address areas of concern. With richer diversity data, employers can create accountability for DE&I outcomes at the corporate, department, and hiring manager levels.

KEY TAKEAWAYS

- > Evaluate all candidates consistently and objectively
- > Increase applications from underrepresented groups
- > Capture—and act on—more diversity data than ever before



year-over-year increase
in women applicants



year-over-year increase in
Black and Hispanic applicants



increase in
diversity hires



NextRoll Uses Eightfold to Meet Diversity Hiring Goals

NextRoll is a marketing technology company that is committed to building a diverse and inclusive workplace. The fast-growing global business integrated Eightfold with Greenhouse Recruiting to drive its DE&I initiatives forward.

Hiring Focused on Diverse and Quality Candidates

For NextRoll, a key feature of the Eightfold platform is the ability to identify candidates in underrepresented categories and then track their progress through the hiring process. Before adopting Eightfold, the company lacked reliable data on the diversity of their recruiting pipeline. Now, recruiters, hiring managers, and executives can see how the pipeline compares to objectives, which increases accountability and shines a light on areas for improvement. “Eightfold makes it blatantly obvious if we’re doing a good job on diversity or not,” says Jody Atkins, NextRoll’s Head of Global Talent Acquisition.

Drawing Diverse Talent Into the Hiring Pipeline

NextRoll also uses Eightfold to execute campaigns designed to build the company’s employer brand and encourage underrepresented talent to apply. “The ability of Eightfold to focus our campaigns is very helpful,” says Atkins.

For example, prior to participating in the Grace Hopper Celebration, recruiters used Eightfold’s CRM capabilities to send emails to all women engineers in its database of potential candidates. In addition to a very positive on-site response, the company received an electronic book of 10,000 resumes and uploaded them into Eightfold. In just a few seconds, Eightfold analyzed the 10,000 resumes and produced a list of top prospects matched to open positions, which was then used for outreach efforts.

“Eightfold helps us develop a more diverse pipeline of candidates,” says Atkins. “We gain efficiencies internally while giving new opportunities to people we might otherwise have missed.”

“Eightfold makes it blatantly obvious if we’re doing a good job on diversity or not.”

Jody Atkins

Head of Global Talent Acquisition, NextRoll

Now is the Time for AI-Powered Talent Acquisition

Competition for top talent is always fierce. But with companies gearing up for growth and the job market tightening, moving from a traditional recruitment process to AI-powered talent acquisition is timely, strategic—and maybe even necessary.

Many Greenhouse Recruiting customers are already realizing the benefits of augmenting their solution with Eightfold. Major employers across industries and around the world have used Eightfold's AI to up-level their recruiting and gain a competitive edge in the war for talent. With newfound intelligence and automation, they have built their own talent networks, attracted better candidates, accelerated time-to-fill, increased recruiter efficiency, and advanced DE&I initiatives.

"We really believe that getting the right people in the right jobs with the right skills is the only way to transform business and create growth."

Holly Quincey

*Global Head of HR – Talent
Attraction and Solutions, Bayer*



The Eightfold Talent Intelligence Platform™ is a purpose-built, deep-learning artificial intelligence technology that is powered by an ever-refreshing global data set of billions of talent data points and over 1.4M unique skills.