

TALENT ACQUISITION SOFTWARE REPORT

2020

1. WHAT IS TALENT ACQUISITION SOFTWARE?

What is Talent Acquisition Software?

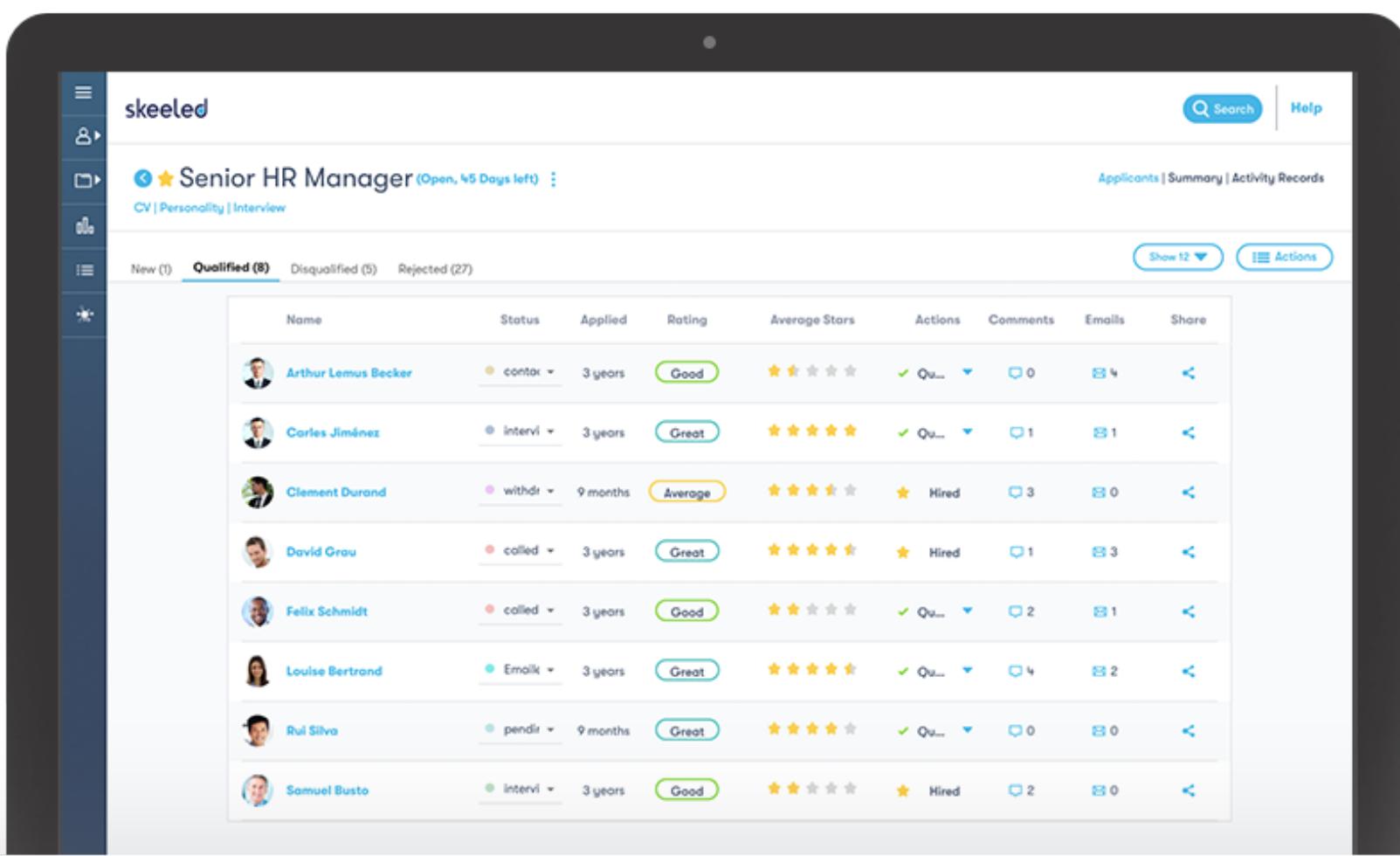
Talent acquisition (TA) focuses on an organisation's long-term goals in terms of HR strategy and hiring needs. The TA task is part of human resources (HR) and involves recruiters, sourcing agencies, HR professionals and hiring managers in the activities of sourcing, attracting, interviewing, hiring, and onboarding employees. Instead of simply filling the positions that are open at a given moment, the TA process goes further and runs continuously to identify the best candidates for future positions that can be harder to fill, such as executive-level positions, leadership roles, or jobs that require specialised training. Therefore, TA software consists of any software used to find, attract and hire the most suitable candidates for a company. Usually, a TA suite includes recruiting software (ATS) and recruitment marketing capabilities.



What is an Applicant Tracking System (ATS)?

An Applicant Tracking System (ATS) is a recruiting software that manages the recruitment process. It gathers and organises the candidates' information and provides an initial screening of all incoming applications, allowing recruiters to optimise their activity by focusing only on the profiles that best match the requirements.

This recruitment software integrates various steps of the recruiting process and performs various functions (tracking, ranking, evaluating, communicating, etc). In addition, the ATS has other features and functionalities that also improves the recruiter's productivity like resume parsing, integrated email templates which facilitates communication with candidates, interview scheduling, advanced candidate search, among other features.



What is Recruitment Marketing Software?

Recruitment marketing refers to the strategies your company uses to find, attract, engage and nurture talent before the application phase to drive awareness and conversion. It's the process of promoting your employer brand to those that aren't candidates yet, unlike employer brand which concerns the way that your company is perceived by employees and candidates who are or were involved in your recruitment process.

Recruitment marketing approaches the candidate journey in the same way marketers do with the customer journey. So, a recruitment marketing strategy incorporates the principles of inbound marketing and uses content to tell your company's story and promote your culture in order to reach the best talent. That content may come in many forms, such as blog posts, videos, social media posts, infographics, etc., and be delivered through various channels, according to your strategy to promote your brand among potential candidates.

A recruitment marketing software offers you a powerful toolkit that allows you to find, attract, engage and nurture the best talent by creating beautifully branded career pages, distributing your job posting across various, targeted job boards and channels, leveraging your employee's network with a referral program and sourcing great, passive candidates.

2. WHY DO COMPANIES NEED TALENT ACQUISITION SOFTWARE?



Why do Companies Need Talent Acquisition Software?

Companies need a TA software solution for many reasons. For instance, to prepare for company growth, to improve their processes efficiency, to increase their recruiting ROI, and, ultimately, to better attract top talent. TA software is essential to support a company's recruitment process. Without software, it would be extremely difficult to manage many of the recruitment functions given the high volume of data that recruiters need to manage on a daily basis.

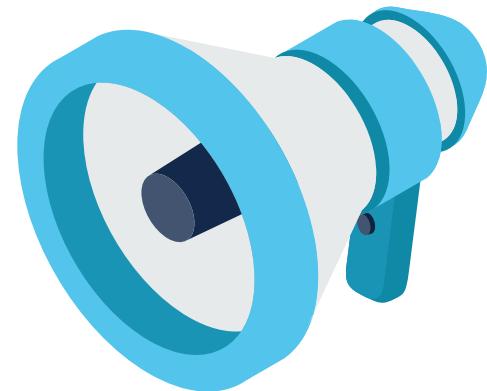
Collecting metrics about the hiring process, for instance, is incredibly hard without software. From advertising jobs to screening CVs and assessing candidates, recruiting software streamlines and automates the entire candidate search and hiring process. By eliminating paperwork and offering powerful candidate sourcing functions, it makes it easier for organisations to find and hire employees and reduce the time it will take to fill a position.

Besides, TA software empowers companies' recruiting strategy by allowing them to use video, social, and mobile technologies during the talent lifecycle, which includes the growth of talent pools, screening of applicants, integrating marketing automation tools and on-boarding of applicants. Employer branding, marketing and communication capabilities help attract the right people and turn passive candidates into active applicants.

Managing the recruitment process with a marketing approach allows you to divide it into six stages which usually start with creating awareness about your company as an employer and ends with the onboarding of a new hire.



Here's how the right TA software can assist you in each stage of the recruitment funnel:



AWARENESS

to successfully create awareness, companies must enhance their employer branding by consistently promoting what makes them a great place to work at. A software with employer branding capabilities can help companies attract and engage more candidates with little effort by delivering a career site built according to their brand image, where they can provide relevant company information and have their job listing automatically updated. This makes it easier to delight candidates and get more applications.



CONSIDERATION/ATTRACTION

at this stage, companies use recruitment marketing strategies to make their job openings as attractive as possible. From creating compelling job descriptions to advertising vacancies where the ideal candidates look for, TA software can be of great assistance to recruiters by offering automation tools that allow them to perform these tasks in a fast and efficient manner. Lastly, passive recruiting is also an important topic. Hence, using a recruitment software that enables employee referrals and past candidates discovery is great to save time and money in attracting top talent.



INTEREST

at this point, it's time to provide potential candidates with information about the company as an employer. They already know and trust the company from the Awareness stage, so they're ready to evaluate the company as a potential employee. Thus, it's crucial to have a stellar career page in place and be prepared to engage interested candidates and answer their questions about the company and the available positions. Additionally, chatbots are a good solution to answer questions from potential candidates 24/7 and, if needed, forward the candidates' questions through to a recruiter.

APPLY

APPLICATION

at this stage, interested candidates move towards applying for a position. Using a TA software is key to ensure you have a good candidate conversion. Long and complicated applications result in candidates abandoning a job application, even if the job was really appealing to them. Hence, it is essential that the application process is easy and intuitive to avoid high drop off rates, which a recruiting software can help with. Furthermore, the automated email tool helps companies make sure to provide confirmation emails for every application received, thanking candidates for applying and letting them know the next steps of the recruitment process, ultimately improving their experience.



SELECTION

all applications need to be screened, accepted candidates need to be assessed and the shortlisted must be interviewed. All of these recruiting tasks can be overwhelming, especially when companies are dealing with high-volume recruitment processes, and can result in biased decision-making. Yet, a TA software can support recruiters with AI-based tools such as candidate pre-screening, matching and ranking, which can eliminate unconscious bias and make the recruitment process more fair. It can also make it easy to assess candidates for the right skills and traits with online assessments and help narrow down the candidate list with video interviewing tools (live or pre-recorded) so that only the very best get invited for in-person interviews at the final stages of the recruitment process.



HIRE

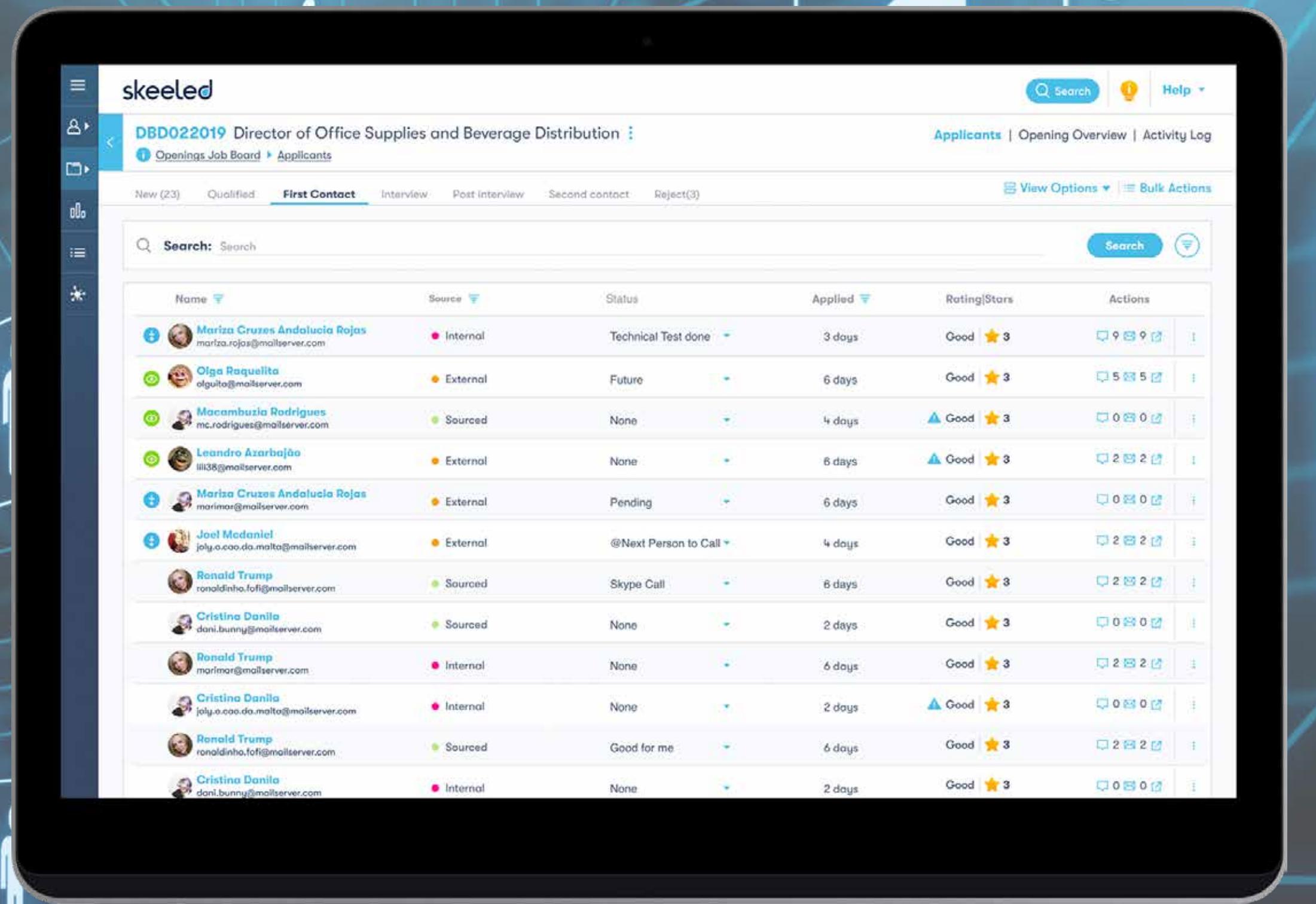
this is where companies commit to a candidate making them an offer. Although your candidate is interested remember that top talent is usually involved in more than one recruitment process at the same time. Therefore, it's important that companies provide an outstanding candidate experience throughout the entire hiring process, given that candidates will also take that into consideration in their final decision to accept (or not) an offer.

Using a TA software can help companies go above and beyond when it comes to candidate experience. It allows keeping candidates engaged, by sending them personalised messages with little effort that cause a good impact on the candidate morale.

However, there are different types of TA software available on the market. Hiring managers need to assess the options at hand and decide which will best suit their hiring needs.

3. MAJOR FEATURES OF TALENT ACQUISITION SOFTWARE





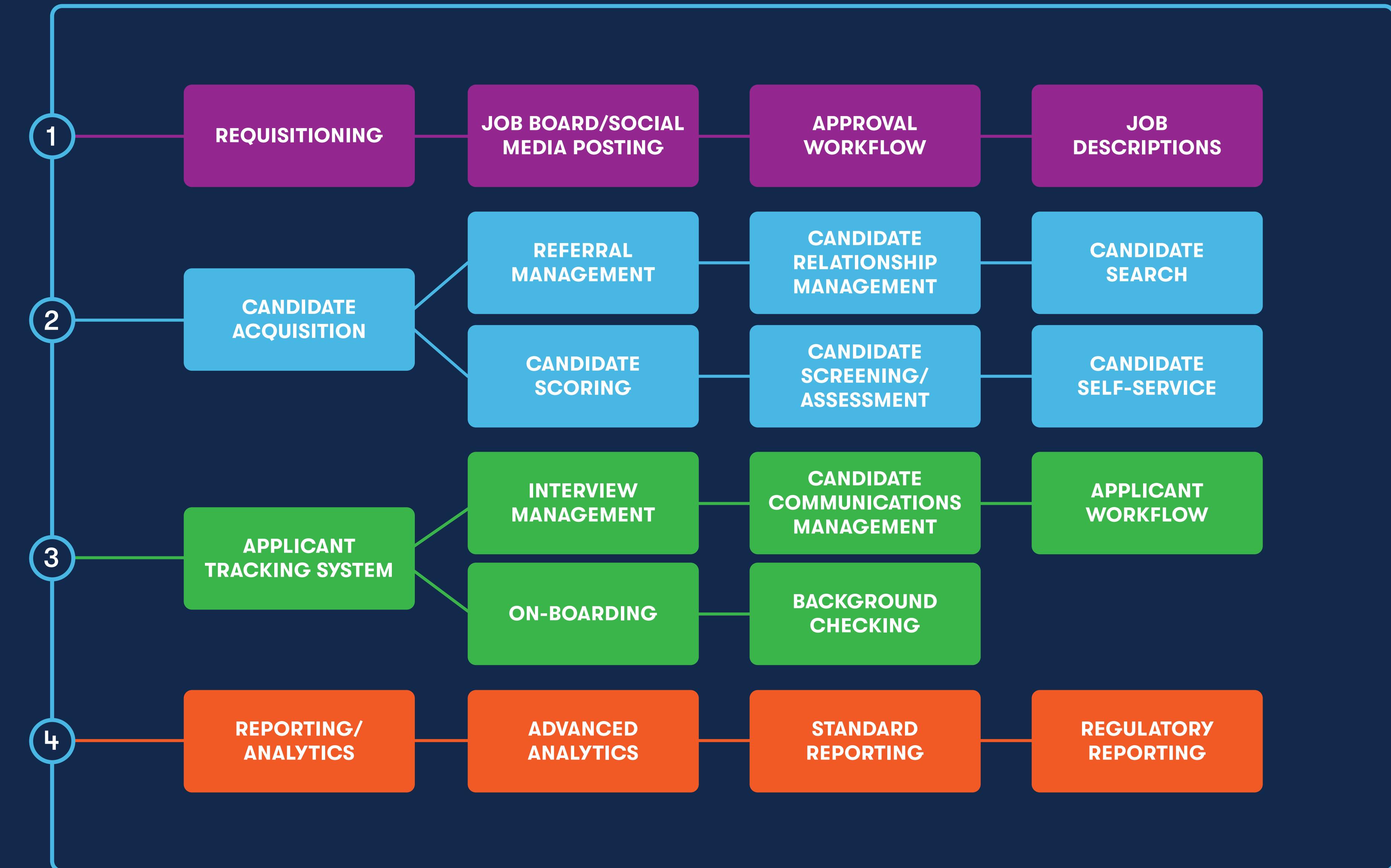
Major features of Talent Acquisition Software

As Software Advice¹, a leading online service for software recommendations, notes applicant tracking is the primary application within any TA suite, given that it allows to easily track requisitions in the hiring workflow and manage candidates' profiles and status in the recruiting process. However, TA suites go beyond a simple ATS due to other added functionalities they offer.

While a standard ATS can manage the applicant workflow, candidate communication, interviews, and the onboarding process, a full TA suite adds functionality for requisitioning and acquiring candidates and allows to generate reports and advanced HR analytics.

¹ <https://www.softwareadvice.com/hr/recruiting-software-comparison/>

RECRUITING SOFTWARE FUNCTIONALITY



Source: Gartner RAS Core Research, "Magic Quadrant for E-Recruitment Software"

Talent Acquisition Software Functional Categories

According to Gartner's guide to TA software, the main functionalities of TA software are:

Engagement functionality:

Features in this area of the system workflow address processes to support recruitment marketing, employer branding, candidate experience and sourcing effectiveness. Based on the nature of the solution (ATS/suite/CRM) functionality in this area can be present, but have varying levels of capability and robustness.

Operational functionality:

Features in this area of the system aid recruitment teams in gaining operational efficiency. Functionality can include screening and assessment technology, vendor management portals, virtual assistants, and embedded third-party solution marketplaces.

Process functionality:

Features in this area of the system workflow include features for either the recruiting team or the candidates to help aid in the application process or the requisition process. Functions for candidates can consist of chatbots that act as a candidate assistant, candidate portals and self-scheduling capability. For recruiters, these features include requisition approval tools, employee referral tools, and position management tools that can aid in the creation and management of requisitions.

Onboarding functionality:

Features at this end of the workflow address processes to build the bridge from candidate to offer to hire. Based on the nature of the solution (ATS or suite), functionality in this area can be present, but it will have varying levels of capability and robustness. Standard onboarding capability focuses on transactional processing and paperwork for day-one readiness. Enhanced onboarding includes additional features such as multimedia messaging, learning curriculum, key contacts and cultural acclimatization components.

4. BENEFITS OF TALENT ACQUISITION SOFTWARE



Benefits of Talent Acquisition Software

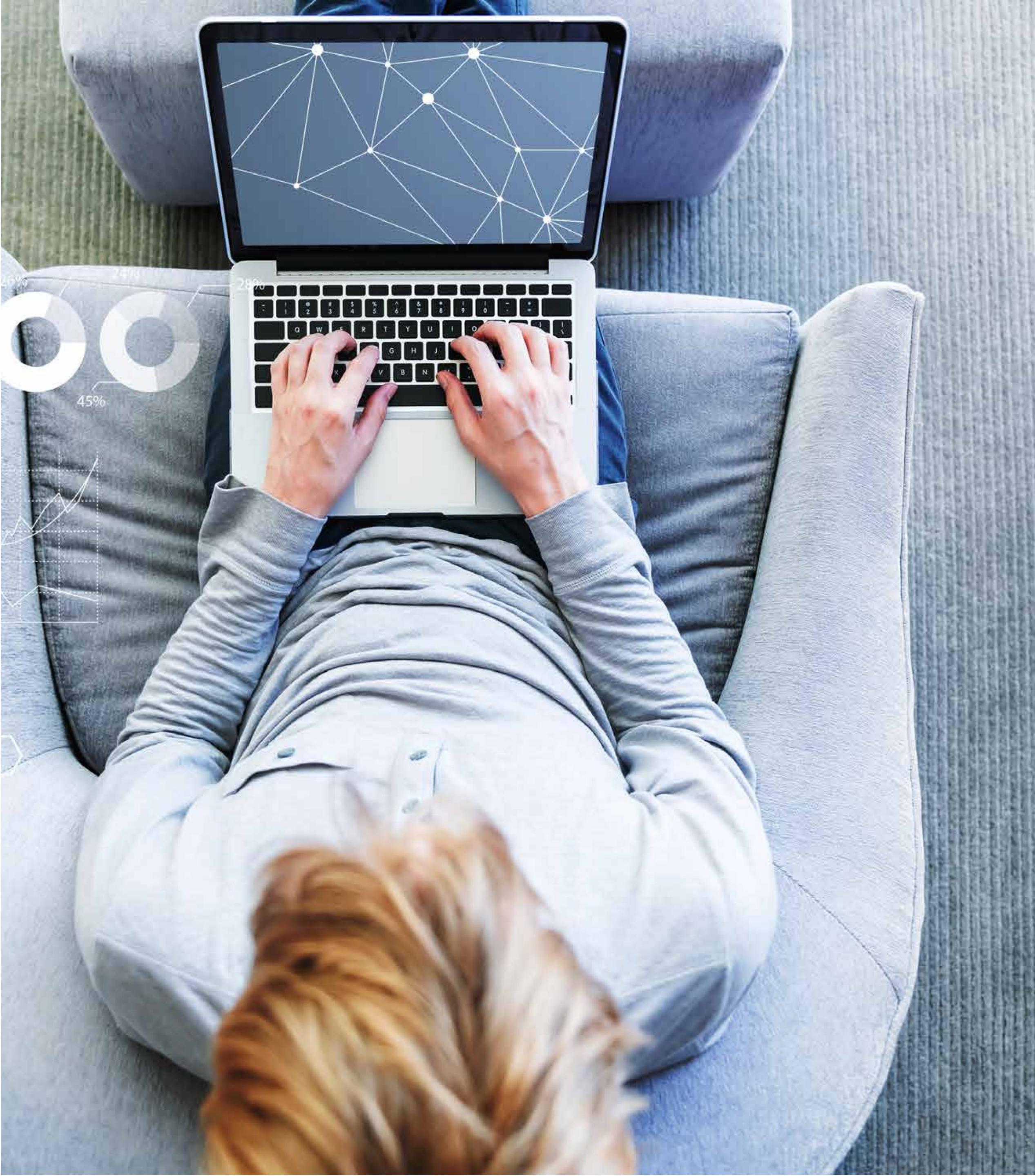
TA software can bring companies many benefits. Using a solution that integrates ATS features with recruitment marketing capabilities is essential for hiring success. While the ATS allows to collect, sort, and screen resumes and any associated candidate information, to manage talent pools within a custom workflow, and enables communication between HR personnel, hiring managers, or recruiter and candidate, recruitment marketing features allow to improve employer branding on career sites, job portals, and employee testimonial pages, streamline the distribution and marketing of job openings, and facilitate employee referrals and social recruiting efforts.

As a result of using this type of software, companies will experience:

-  **Time and money savings** - instead of using spreadsheets or emails, TA solutions allow recruiters to centralise all candidates' information in a searchable database. This allows to run a more organised recruitment process and prevents recruiters from wasting time on manual data entry.
-  **Efficiency increase** - by providing automated tools to screen applicants, unqualified candidates are excluded from the process and recruiters have faster access to the most qualified applications. This saves time, reduces the administrative burden and increases the speed of the hiring process.
-  **Improved ability to acquire talent** - in such a competitive job market and given the talent shortage that is affecting many sectors, it's of the utmost importance that companies can quickly target and attract qualified candidates. Thus, using a TA suite with recruitment marketing capabilities allows them to compete for top talent and drive a successful hiring process.
-  **Better candidate communication** - maintaining candidates engaged throughout the recruitment process improves the chances of your top candidates accepting an offer from your company.
-  **Data-driven recruitment** - many solutions offer analytics capabilities which allow companies to track where the best hires are coming from, so they can focus their efforts on the channels with the best return on investment.

5. BUSINESS SIZES USING TALENT ACQUISITION SOFTWARE





Business Sizes Using Talent Acquisition Software

Although SaaS recruiting software is more flexible and scalable than ever before, we can still differentiate system requirements for enterprise, agency, and small-to-medium business (SMB). The core functions are the same for every business size/type, but there are additional functionalities that each business size and type might look for.

Enterprise recruiting software

HR or ERP systems that integrate with recruiting software provide critical functionality for large organisations. In-house recruiters also need strong collaboration features that facilitate sharing applicant data and receiving feedback from hiring managers. Enterprises may also prefer a solution that offers a branded careers page, application portal, and an internal job-board. These features facilitate internal hiring and employee referral programs.

Agency recruiting software

Recruiting agencies require many of the same features as enterprise businesses. However, since agencies fill positions for clients, they need additional financial functionality. Agencies store and search large amounts of data and need a recruiting system built to facilitate those needs. Agency recruiting systems should also include functions like advanced custom filtering and email integration. Furthermore, agencies require extra features to handle their client details, so they require customer relationship management (CRM) functionality.

SMB recruiting software

Though SMBs benefit from this technology in the same ways as their larger counterparts, they often need simpler and less expensive systems. Small-to-medium-sized businesses find it important to integrate with existing systems to make use of existing data. Growing companies will want a solution that scales along with their business.

Competitive Advantages of Using Talent Acquisition Software

According to the report Talent Acquisition's Evolution to Strategic Business Partner, as TA transforms into a strategic function, navigating the complex technology landscape can be a daunting task. If ten years ago the TA software market was made of multiple providers offering very specific products in very clear categories (screening, job boards, applicant tracking systems, assessments, etc), today it is crowded with hundreds more providers offering several solutions in TA, making the buyer's decision much more complicated.

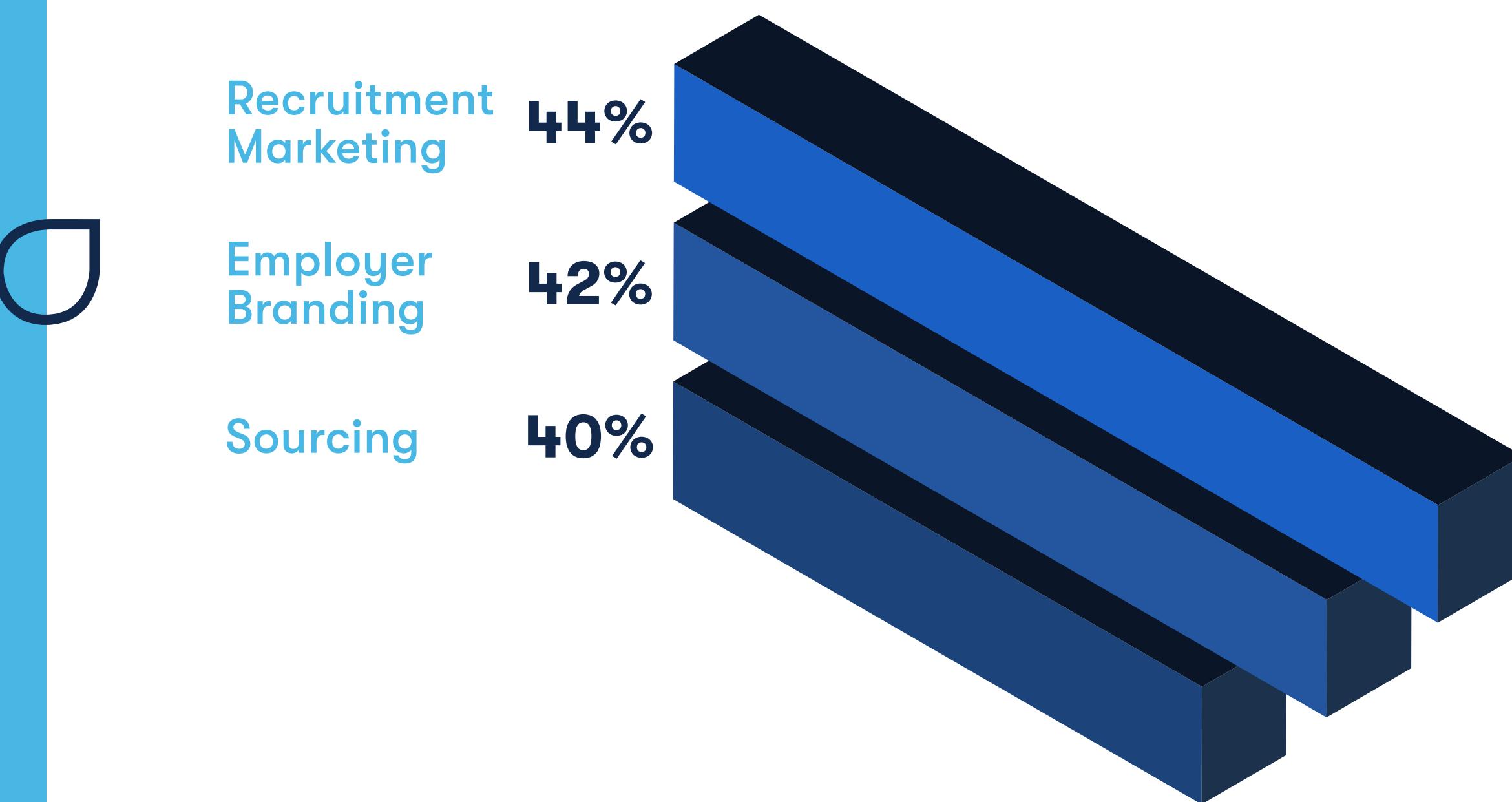
The report notes that when it comes to recruiting technology, the challenge most companies face is that they are either relying solely on their ERP for TA or they are using multiple individual solutions without integrating data or the user experience. Therefore, issues with efficiency, cost and compliance are usual. Companies must be more strategic and choose TA solutions that will help them use data to drive better hiring decisions and achieve HR strategic goals.

Companies look mainly for solutions that will help improve the quality of hire and provide the right data to hiring managers and business leaders to make decisions. As the report highlights, companies that do improve the quality of hire have three common characteristics: they invest in technology, use data to make hiring decisions and gather ongoing feedback.

According to the Aptitude Research Hiring Study, over 60% of organisations across all industries say that investing in technology providers is the number one strategy for improving the quality of hire .

Additionally, the main areas where companies want to see innovation are:

Additionally, the main areas where companies want to see innovation are:



6. TALENT ACQUISITION SOFTWARE MARKET





Talent Acquisition Software

According to Gartner's Market Guide for Talent Acquisition Applications², TA software has traditionally focused on applicant tracking systems (ATSS) to track, post and automate the requisition-to-hire process. However, the report notes that the TA function has expanded to compete for talent. Hence, TA software has evolved to cover a broader set of activities such as recruitment marketing, candidate relationship management and onboarding.

Today, there's a wide variety of TA software on the market, in the form of packaged suites, that offer combinations of features that go beyond applicant tracking. These combined platforms are called talent acquisition (TA), talent management (TM) and human capital management (HCM) suites.

² <https://www.gartner.com/doc/reprints?id=1-1Y3IC5IA&ct=200106&st=sb>

Market Description

According to Apps Run the World,³ a leading technology market-research company, the worldwide TA applications market is set to reach \$8.2 billion by 2023, compared with \$6.9 billion in 2018 at a compound annual growth rate of 3.5%.

As stated by Gartner, TA applications encompass the software applications that sit at the core of the planning, posting, selection, hiring and tracking processes. For core functionality, TA systems are primarily focused on applicant tracking systems (ATSs) to document, post and automate the requisition-to-hire process.

However, taking into account the entire recruitment workflow, TA software can also include employee onboarding, recruitment marketing and candidate relationship management (CRM) features. Therefore, there are numerous, different TA solutions available on the market based on what customers' requirements are, or what other processes or systems they are building around.

Today, companies can choose the typical stand-alone ATS or a combined TA suite. The TA suite usually combines the ATS with front-end recruitment marketing capabilities and back-end onboarding and data analytics tools. Additionally, there are also available talent management suites, which add learning management capability to the equation. HCM suites can also include TA modules, offering the capability to combine TA data with other HR work streams along the employee lifecycle for broader views on talent.

According to Gartner, the landscape of recruitment technology can be described as a continuously evolving ecosystem of technology and service providers. Application leaders must support a dynamic flow of processes and data across multiple systems, whether these are incumbent systems or the new specialist applications that arrive in the market with great frequency. In a competitive talent market, application leaders must strategically keep pace with innovation, and with new uses of AI and machine learning across TA technologies, to enhance talent outcomes and support operational efficiency.

³ <https://www.appsrunttheworld.com/top-10-talent-acquisition-applications-vendors-market-forecast-and-customer-wins/>

Market Trends

According to the Global Talent Acquisition Software Market report, there⁴ are two main talent acquisition software market drivers:

- Rising demand for real-time employee engagement
- Fuelling demand for long-term human resources

The study also identified two main talent acquisition software market trends:

- High adoption of cloud-based TA Software
- Growing emergence of social platform

As for market restraints, according to the report they're mainly related to:

- Lack of awareness about TA Software

Regarding market opportunities, the study highlights:

- Huge demand for big data analytics in HR

Finally, the report identified the main challenges for TA software adoption:

- Lack of proficient talent
- Integration across various talent management suites

⁴ <https://www.advancemarketanalytics.com/reports/84062-global-talent-acquisition-software-market>



7. OTHER TALENT ACQUISITION SOFTWARE VENDORS





Jobvite



JAZZHR

TALENTSOFT



Talentfinder



breezy

SAP SuccessFactors A small yellow icon of a heart with a vertical line through it.

greenhouse

cornerstone

8. TALENT ACQUISITION SOFTWARE COMPARISON



Talent Acquisition Software Comparison - Talentfinder & CV Warehouse

		 Talentfinder	 skeeled
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
	Scorecards	Yes	Yes
	Native Personality Test	No	Yes
	API	No	Yes
	Internal Recruitment	Yes	Yes
Recruitment Marketing	Branded Career Pages	Yes	Yes
	Software Branding	Yes	Yes
	Employee Referral	No	Yes
	Talent Sourcing Tool	No	Yes
	Multiposting	Yes	Yes

		 CV Warehouse	 skeeled
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
	Scorecards	No	Yes
	Native Personality Test	No	Yes
	API	Yes	Yes
	Internal Recruitment	Yes	Yes
Recruitment Marketing	Branded Career Pages	Yes	Yes
	Software Branding	Yes	Yes
	Employee Referral	No	Yes
	Talent Sourcing Tool	No	Yes
	Multiposting	Yes	Yes

Talent Acquisition Software Comparison - Workable & Workday

		 workable	 skeeled
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
	Scorecards	Yes	Yes
	Native Personality Test	No	Yes
	API	Yes	Yes
	Internal Recruitment	Yes	Yes
	Branded Career Pages	Yes	Yes
Recruitment Marketing	Software Branding	No	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	Yes	Yes
	Multiposting	Yes	Yes

		 workday	 skeeled
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
	Scorecards	Yes	Yes
	Native Personality Test	No	Yes
	API	Yes	Yes
	Internal Recruitment	Yes	Yes
	Branded Career Pages	No	Yes
Recruitment Marketing	Software Branding	No	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	No	Yes
	Multiposting	No	Yes

Talent Acquisition Software Comparison - Talentsoft & Success Factors

TALENTSOFT skeeled		
Recruitment Software	Advanced AI	No Yes
	Powerful Search Engine	Yes Yes
	Custom Workflows	Yes Yes
	Native One-Way Video Interview	No Yes
	Scorecards	No Yes
	Native Personality Test	No Yes
	API	Yes Yes
	Internal Recruitment	Yes Yes
Recruitment Marketing	Branded Career Pages	Yes Yes
	Software Branding	No Yes
	Employee Referral	Yes Yes
	Talent Sourcing Tool	Yes Yes
	Multiposting	Yes Yes

SAP SuccessFactors  skeeled		
Recruitment Software	Advanced AI	No Yes
	Powerful Search Engine	Yes Yes
	Custom Workflows	Yes Yes
	Native One-Way Video Interview	No Yes
	Scorecards	No Yes
	Native Personality Test	No Yes
	API	Yes Yes
	Internal Recruitment	Yes Yes
Recruitment Marketing	Branded Career Pages	Yes Yes
	Software Branding	No Yes
	Employee Referral	Yes Yes
	Talent Sourcing Tool	Yes Yes
	Multiposting	Yes Yes

Talent Acquisition Software Comparison - SmartRecruiters & SABA Lumesse

		 SmartRecruiters	
Recruitment Software	Advanced AI	Yes	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
	Scorecards	Yes	Yes
	Native Personality Test	No	Yes
	API	Yes	Yes
	Internal Recruitment	Yes	Yes
	Branded Career Pages	Yes	Yes
Recruitment Marketing	Software Branding	Yes	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	Yes	Yes
	Multiposting	Yes	Yes

		 SABA Lumesse	
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
	Scorecards	Yes	Yes
	Native Personality Test	No	Yes
	API	Yes	Yes
	Internal Recruitment	Yes	Yes
	Branded Career Pages	Yes	Yes
Recruitment Marketing	Software Branding	Yes	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	Yes	Yes
	Multiposting	Yes	Yes

Talent Acquisition Software Comparison - Recruitee & Lever



		Recruitment Software	Recruitment Marketing
		Recruitment Software	Recruitment Marketing
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
	Scorecards	Yes	Yes
	Native Personality Test	No	Yes
	API	Yes	Yes
	Internal Recruitment	Yes	Yes
Recruitment Marketing	Branded Career Pages	Yes	Yes
	Software Branding	Yes	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	Yes	Yes
	Multiposting	Yes	Yes

		Recruitment Software	Recruitment Marketing
		Recruitment Software	Recruitment Marketing
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
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	Internal Recruitment	Yes	Yes
Recruitment Marketing	Branded Career Pages	Yes	Yes
	Software Branding	Yes	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	Yes	Yes
	Multiposting	Yes	Yes

Talent Acquisition Software Comparison - Jobvite & JazzHR

		Jobvite	skeeled
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	Yes	Yes
	Scorecards	Yes	Yes
	Native Personality Test	No	Yes
	API	Yes	Yes
	Internal Recruitment	Yes	Yes
Recruitment Marketing	Branded Career Pages	Yes	Yes
	Software Branding	Yes	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	Yes	Yes
	Multiposting	Yes	Yes

		JazzHR	skeeled
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
	Scorecards	Yes	Yes
	Native Personality Test	No	Yes
	API	Yes	Yes
	Internal Recruitment	Yes	Yes
Recruitment Marketing	Branded Career Pages	Yes	Yes
	Software Branding	Yes	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	Yes	Yes
	Multiposting	Yes	Yes

Talent Acquisition Software Comparison - Greenhouse & Breezy

	greenhouse	skeeled
Recruitment Software	Advanced AI	No
	Powerful Search Engine	Yes
	Custom Workflows	Yes
	Native One-Way Video Interview	No
	Scorecards	Yes
	Native Personality Test	No
	API	Yes
	Internal Recruitment	Yes
Recruitment Marketing	Branded Career Pages	Yes
	Software Branding	Yes
	Employee Referral	Yes
	Talent Sourcing Tool	Yes
	Multiposting	Yes

	breezy	skeeled
Recruitment Software	Advanced AI	No
	Powerful Search Engine	Yes
	Custom Workflows	Yes
	Native One-Way Video Interview	No
	Scorecards	Yes
	Native Personality Test	No
	API	Yes
	Internal Recruitment	Yes
Recruitment Marketing	Branded Career Pages	Yes
	Software Branding	Yes
	Employee Referral	Yes
	Talent Sourcing Tool	Yes
	Multiposting	Yes

Talent Acquisition Software Comparison - Bullhorn & Cornerstone



Recruitment Software		Bullhorn	skeeled
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
	Scorecards	No	Yes
	Native Personality Test	No	Yes
	API	Yes	Yes
	Internal Recruitment	No	Yes
Recruitment Marketing	Branded Career Pages	Yes	Yes
	Software Branding	No	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	Yes	Yes
	Multiposting	Yes	Yes

Recruitment Software		Bullhorn	skeeled
Recruitment Software	Advanced AI	No	Yes
	Powerful Search Engine	Yes	Yes
	Custom Workflows	Yes	Yes
	Native One-Way Video Interview	No	Yes
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	API	Yes	Yes
	Internal Recruitment	Yes	Yes
Recruitment Marketing	Branded Career Pages	Yes	Yes
	Software Branding	Yes	Yes
	Employee Referral	Yes	Yes
	Talent Sourcing Tool	Yes	Yes
	Multiposting	Yes	Yes

9. WHY skeeled OFFERS ADDED VALUE

The logo for skeeled, featuring the word "skeeled" in a white, lowercase, sans-serif font. The letter "e" has a blue circular graphic integrated into its right side.

Why skeeled Offers Added Value

While most companies try to win the market by presenting solutions full of functionalities, skeeled strives to offer recruiters a solution that not only suits their needs but also excels in making their work easier and more efficient. Therefore, aside from providing customers with the most important recruiting features, our talent acquisition suite offers three key advantages that set us apart from the competition:

Amazing user experience - the skeeled platform is built for the user. Not only does it provide a beautiful interface, but it is also quite easy to use. We focus on aligning design and functionality to create a meaningful user experience that goes beyond meeting the needs of our customers. More than that, we offer a platform that is helpful for recruitment success.

Quick setup - when companies invest in a new software platform, it's in their best interest to ensure that the implementation is fast, tidy, and efficient. With skeeled, they can count with a stellar Customer Success team to assist them in setting up our recruiting software in record time allowing a quicker return on investment.

Powerful AI tools - Harnessing the power of AI to transform the recruitment industry is what we're best known for. We've been pioneering the use of AI-based tools in many stages of the recruitment process, giving companies an edge when it comes to streamlining their processes and helping recruiters connecting to top talent faster.

We employ AI in different parts of the recruitment process, through tools like the pre-screening and the ranking of applicants, and the brand new talent pool feature. Other AI-based features currently in development include a tool that helps to disambiguate job descriptions before they are published and we're developing a feedback process so that all automated decisions are transparent for recruiters.

At the centre of all these tools is a knowledge base, extended from international standards, which we use in conjunction with natural language processing (NLP) techniques to harmonise recruiter and applicant terminology and to extract the true competencies of applicants. skeeled's AI-based tools also use different machine learning algorithms that are periodically retrained and whose outputs are carefully monitored in order to guarantee correctness and fairness.



10. CHOOSING THE BEST TALENT ACQUISITION SOFTWARE



Choosing the Best Talent Acquisition Software

To turn TA more strategic, companies need to establish a partnership relationship with a technology provider rather than a transactional relationship. Therefore, they should consider providers that understand their unique business challenges and will partner with them to help achieve both talent and business success. Thus, there are a few important steps that they must take for choosing the right technology provider.

1. Identify the strategic goals and the features that will support them.
2. Establish what are the must-have and nice-to-have criteria, so that they can make an objective assessment and comparison of the available options.
3. Include both the user experience and the setup time in the criteria list. Although it's easy to forget these two aspects, they're quite important and can make or break the software implementation.
4. Look up for the vendor's reputation. Check software review websites (like Capterra, G2Crowd, etc), case studies, and testimonials for customer service. This information can help companies compare and eliminate providers.
5. Request a demo or a free trial of the best solutions before finally choosing a provider. It isn't wise to choose a solution without experiencing the software in action and make sure it suits the company's needs.

In a nutshell, identify your company's unique requirements, find the best partner, streamline your talent acquisition process and embrace data to drive better hiring decisions.



Methodology

This report presents an overview of the talent acquisition software market by way of study, synthesis, and summation of data from multiple sources. The vendors listed in this report were selected as peers to be compared against skeeled and are described according to the information available on their company website. The data thus presented is complete, reliable, and the result of diligent research.

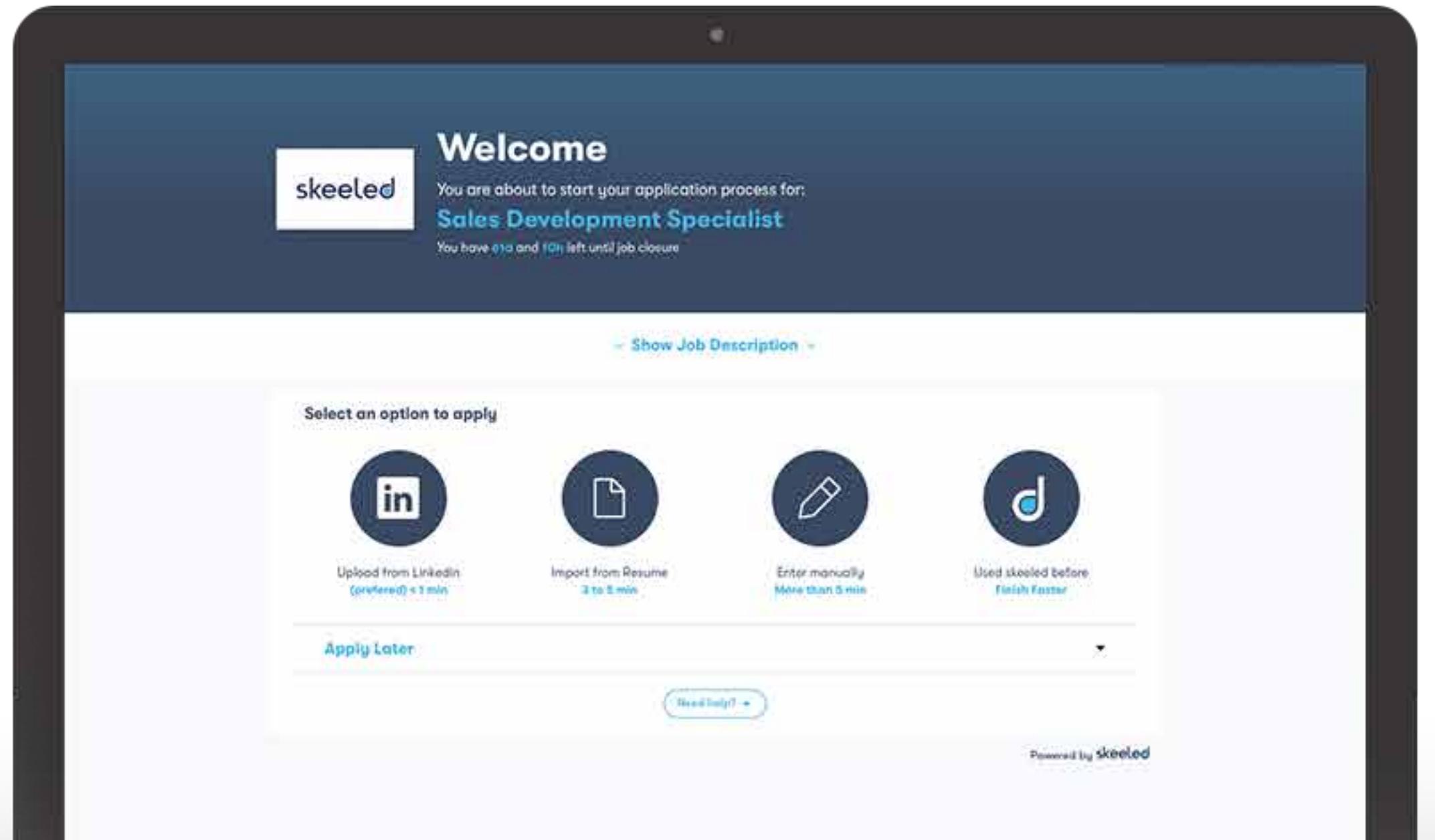
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About skeeled

skeeled helps companies hire the right people faster with predictive talent acquisition software. Our mission is to bring to the job market the most modern and innovative hiring process with a new approach towards how candidates apply and how recruiters can be supported.

We offer an all-in-one online solution that digitalises and automates the first steps of the recruitment process, saving recruiters a great amount of time and allowing them to focus on the best talent.

Our innovative technology includes great features such as automated publishing of job offers, automated CV screening, personality evaluation assessment, structured video interviews, collaborative commenting tools, advanced tracking functionalities and many other.

From corporations to small businesses, recruitment teams love working with skeeled.



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