

## BOX ELECTS TO LEVERAGE EIGHTFOLD'S AI-ENABLED TALENT ACQUISITION SOLUTION TO FACILITATE CANDIDATE REDISCOVERY

### What You Need to Know

Enterprises have choices when it comes to vendors that offer a single-platform solution and promise the ability to hire better candidates faster. By now, most have realized the value of investing in integrated platforms, software and apps to advance HR functions. An enterprise's platform could boast all the bells and whistles — but is it integrating with its tools exactly the way the company needs to meet its human capital management (HCM) objectives? Are its systems leveraging artificial intelligence (AI) to enable more holistic recruitment processes? If not, how does a business embark on seeking, evaluating, selecting and implementing the right solution that can integrate with its existing components?

3Sixty Insights explores how file sharing provider [Box](#) embarked on a decision process to reevaluate its recruitment tools and implement a solution. This paper outlines how Box realized the need for better integration and better service from its provider, reviewed several options for new partners, selected a single, integrated AI-driven platform for its recruiting needs, adopted a new tool, and has been learning to evaluate the results.

### About Box

Headquartered in Redwood City, California, Box is a global cloud content management provider to nearly 100,000 enterprises, including 69 percent of the Fortune 500. Box helps enterprises revolutionize how they work by securely connecting their people, information and applications, offering a range of access control, security, governance, compliance and data privacy for document and data sharing management. The company's 2,500 employees across 14 locations help Box deliver innovation in 25 languages around the world, leading to a need for a diverse and skilled workforce to achieve Box's customer-centric mission.

### Realizing a Need for Technology and Partner Support

[Bernardo Sosa](#), senior recruiting manager for operations and programs, and [Lucy Tran](#), manager of recruiting programs, assessed Box's technology stack for elements the company needed to obtain or optimize. The pair realized that Box's career site, where their recruitment team handles the company's activities, was a priority area for improvement. Every enterprise needs a user-friendly and business-efficient career site to match potential applicants to vacancies, and Box identified an opportunity to maximize their career

#### SHARE THIS REPORT



### AT A GLANCE

#### Solution

Eightfold Talent Acquisition

#### Research Participant

Box

#### Synopsis

As a growing global information-sharing provider, Box sought speed and agility in hiring the right candidates — and realized an opportunity to leverage AI to provide dependable candidate rediscovery in their applicant tracking system (ATS). Box sought a vendor that could provide the level of support its HR leaders needed to help their team recruit more intentionally. This Anatomy of a Decision tracks how Box considered where its ATS was, where the company wanted it to go, and which partner and solution could help them get there. A work in progress, Box has recently implemented Eightfold's Talent Acquisition solution to integrate with its existing system, enabling recruiters to resurface talent already on record to simplify time needed to fill roles.

# ANATOMY OF A DECISION

**3Sixty Insights explores how file sharing provider Box embarked on a decision process to reevaluate its recruitment tools and implement a solution. This paper outlines how Box realized the need for better integration and better service from its provider, reviewed several options for new partners, selected a single, integrated AI-driven platform for its recruiting needs, adopted a new tool and has been learning to evaluate the results.**

Sosa and Tran realized that Box needed a new platform containing a recruitment tool that provided reliable candidate rediscovery within their existing ATS. These systems can vary in their ability to perform screening and matching functions or to have reliable data to facilitate connecting with past candidates. Box had a reliable, robust product in Greenhouse's ATS, which aided the company in strategic recruitment by matching what Box needed from candidates. Whenever Box did notice gaps in its ATS such as with scheduling, the company was able to resolve those issues with other integrative tools. Yet AI has progressed by leaps and bounds in recent years, and Sosa and Tran wanted to use it to provide that missing rediscovery piece so their team could match previous Box applicants to open positions. By finding a way to integrate with Greenhouse to close that gap, Box could execute its recruitment process more holistically without the heavy lift of moving over to a new ATS. The search began for the right platform to achieve this objective.

## Evaluating AI-Powered Partners for the Right Decision

With so many vendors in the field, Box had a list of potential partners. Several offered extravagant in-house-created career sites with editing capabilities, and so Box considered Symphony Talent and Radancy for that functionality, ultimately choosing, instead, to focus on a vendor more well-known for AI capabilities. Box also considered the talent platform from iCIMS, with whom they were partnered due to Box's acquisition of Alltrue. However, iCIMS is more geared toward high-volume hiring, while Box's needs focused more on global recruitment and industry alignment than exceptionally high-volume recruitment. For example, Box just recently launched an office in Poland, needing 150 hires in engineering talent as well as a look at new vendors and partners. Box had to position itself to attract talent in a crowded field for its primary hiring areas, engineering and sales.

site's capabilities. Although their current customizable platform and system for candidate relationship management (CRM) offered a variety of tools, that vendor wasn't providing the level of support Box needed for its specific recruitment needs. "We were missing the relationship piece," Tran says. It was beginning to seem, to Box, that any changes made to its platform's integration with its applicant tracking system (ATS) resulted in additional resources, from human effort and energy to financial costs.

## About Eightfold

**Provides:** AI-driven software that helps organizations retain top performers, upskill and reskill their workforce, recruit talent efficiently and achieve diversity goals

**Based in:** Santa Clara, Calif.

**Employees:** ~600

**Countries served:** 155+

**Synopsis:** Eightfold provides the industry's first talent intelligence platform for enterprises to address talent acquisition and management holistically.

Eightfold AI's platform is built upon three pillars:

- Believing that people are every organization's greatest asset and therefore placing them at the center. All people are aggregated, from applicants to alumni, across different point solutions to create a comprehensive talent network.
- Using data to provide intelligence on what people are capable of, rather than only tracking what they have done in the past. This allows organizations to more effectively match people with the right opportunities.
- Using AI to continuously learn from enterprise and individual performance. This drives the prediction of future roles, performance and career alternatives.

# ANATOMY OF A DECISION

Box's team ultimately determined that ATS integration was key to finding the right talent, and Eightfold was recommended to Sosa and Tran by Box's vice president of talent. "At the time, I don't think a lot of recruiting-oriented or talent management-type systems were really using AI yet," Tran recalls, looking back to 2021. Sosa and Tran realized that Eightfold was a pioneer in AI and had the ability to integrate with Box's ATS. "We were really excited about that and how it tied back to our employment branding," Tran says, and Box reached out to the vendor. Like other enterprises, Box wanted to keep their ATS for all the valuable information it contained for everything from hiring to surviving an audit; the recruitment team considered it their source of truth for everything. They just needed the right integration with it to match their needs.

**Looking back at 2021, "I don't think a lot of recruiting-oriented or talent management-type systems were really using AI yet," recalls Lucy Tran, manager of recruiting programs at Box. She and her colleague, Bernard Sosa, senior recruiting manager for operations and programs, realized that Eightfold was a pioneer in AI and had the ability to integrate with Box's ATS. "We were really excited about that and how it tied back to our employment branding," says Tran.**

Their conversations with Eightfold revealed a potential partner that could provide integration capability and the level of service Box needed. Ideally, Box's vision for Eightfold's Talent Acquisition solution was the ability to hire people faster and with more speed and agility than in the past. To reduce blanket searches, Box's recruitment team aimed to resurface talent whose records already existed to decrease the time to hire and time to fill roles.

## Implementing the Solution

Tran admits experiencing some nervousness when Eightfold said its partner firm, [Blue Crab Consulting](#), would actually handle Box's implementation. However, Blue Crab Consulting has a successful track record in specialized implementation of Eightfold's AI-driven Talent Acquisition and Talent Management, and its thorough understanding of integrations between HCM platforms meant the firm would understand the importance of considering impacts. Overall, Tran says the implementation experience was "great." Box observes that Blue Crab and Eightfold were "really engaged" in what was important for Box to get out of the transformation and how to achieve those results.

No two implementations are alike; everything from schedule to the amount of team members involved will vary. Eightfold's Talent Acquisition implementation was estimated to take 12-16 weeks, and the final count landed between 14-15 weeks — i.e., ahead of schedule. About a half-dozen people were involved at Box, from Tran and several immediate members of her team to people from Box's enterprise systems team (who got involved because the recruitment team uses Workday as an internal people management tool).

## Tracking Eightfold and Measuring Results

Highly configurable, Eightfold AI can be tailored to any client's given need. Upwards of more than 30 dashboards are available to provide actionable intelligence of one form or another, for example, and help track success. It is not uncommon for users or Eightfold itself to learn of and deploy useful dashboards later, after implementation.

It is no surprise, then, that in discussing this particular deployment, 3Sixty Insights unearthed information leading to Eightfold's helping Box eventually implement a dashboard to begin tracking how many hires are directly resulting from the Eightfold-enabled resurfacing of candidates within the ATS — ultimately crucial to Box's ability to measure the return on its investment.

It's a good example of the idea that sophisticated future-of-work technology changes how organizations should approach measuring success in whatever area of HCM impacted. In the past, at Box, KPIs would be a simple matter of tracking the number of candidates and seeing an increase. With AI-enabled precision, Eightfold is helping enterprises like Box attract not more candidates but better candidates. There may be fewer applicants, but they will be better matched to each role.

# ANATOMY OF A DECISION

## Results

With Eightfold, Box was able to explore how AI would mesh with the company's existing system. "We got the level of support we needed when it came to matching our needs," says Tran. Box wanted more speed and agility in hiring people, and the option of resurfacing talent they have a record of held the promise of shortening recruiters' time to hire and fill roles.

### Immediate Benefits

Ninety-five percent of the recruiting team at Box is utilizing the Eightfold tool. In terms of conventional KPIs, Box reports having reduced time-to-hire by 16 percent. So far, too, the team has been able to be more thoughtful of their nurturing talents and where to find candidates with fewer steps. Beyond this, the implementation has been an impetus for enabling recruiters to approach their jobs with more intentionality. Resurfacing is allowing the team to look strategically at more than location when hiring candidates, also considering relationships with past applicants. "We're thinking about the holistic picture," says Tran of her team's experience since

implementing Eightfold's solution. "And in the first few months, we've made some really solid hires."

For instance, security engineers are often the most challenging roles for HR professionals to fill. In certain locations, talent can be sparse. By employing Eightfold's solution earlier this year, Box was able to resurface a security engineer candidate and successfully fill the role with that prior applicant (a cost saving).

**With Eightfold, Box was able to explore how AI would mesh with the company's existing system. "We got the level of support we needed when it came to matching our needs," says Tran. Box wanted more speed and agility in hiring people, and the option of resurfacing talent they have a record of held the promise of shortening recruiters' time to hire and fill roles.**

### Transformation: A Learning Process

Change management brings an adjustment period, and Tran had worked with Eightfold and Blue Crab Consulting with a goal of delivering the new solution to her team with a minimum of growing pains. Not every tool can be plug-and-play, and in this case, Box needed to feed the system, training the algorithm to do the work for the recruitment team. Tran estimated that her team is about halfway along the bell curve "in learning how to get the most out

of the AI and fine-tune it with calibration, reviewing our recruiting team's activity by user to identify gaps, workflow automation and more" and transitioning from a mindset of "things spinning at them" to recruiters creating the "spinning" themselves -- i.e., shifting from reactive sourcing to employing the Eightfold solution to find their audience and talent pool proactively. As with any organization, transformation results in mixed reactions from employees ranging



We got the level of support from Eightfold we needed when it came to matching our needs.

**Lucy Tran**

Manager of Recruiting Programs  
Box

# ANATOMY OF A DECISION

from discomfort with new technology to embarking on a learning journey to embracing new tools and investigating new capabilities. It's a very different process to adjust from funneling through countless LinkedIn profiles to more intentionally seeking candidates.

**“We’re thinking about the holistic picture,” says Tran of her team’s experience since implementing Eightfold’s solution. “And in the first few months, we’ve made some really solid hires.”**

In the seven months since the implementation, Tran’s team has begun to get used to operating differently with the new tool. Box benchmarked its Eightfold Talent Acquisition adoption, looking closely at the calibration component, and the employer is working with Eightfold to further strengthen aspects of integration and address yet-to-be-finalized data feeds.

## Looking Ahead

Months out from the implementation, Box continues to explore how to utilize Eightfold’s Talent Acquisition solution to its fullest capacity. Sosa’s and Tran’s team is exploring what else the tool can do to surface candidates, marry data and automate workflows in terms of effective and advanced sourcing methods, as well as bridging talent prospecting and nurture strategies.

Through it all, Box has appreciated Eightfold’s willingness to explore what is possible based on the company’s needs. As the deployment evolves and takes full shape, Box plans to look into adopting Eightfold’s Talent Management solution, as well.

3Sixty Insights Inc. Navigating the Information Technology Buying Process.

Unless otherwise noted, the contents of this publication are copyrighted by 3Sixty Insights Inc. and may not be hosted, archived, transmitted or reproduced, in any form or by any means without prior permission from 3Sixty Insights Inc.