Don't Let Talent Engagement Become a Four-Letter Word

Recruiting teams spend all day segmenting their talent pool, writing copy, preparing templates, and sending their emails—just to have most of the audience ignore it or report it as spam. Cue the four-letter words.

Today's recruiters are thinking more like marketers, treating their talent pool like a group of potential customers, and their engagement like a marketing funnel. But unlike marketers, recruiters don't have CRM tools that are intuitive, easy to scale, and designed to find the best audience.

These teams need a better CRM that can get the right message to the right candidate. They need to be able to measure and improve their efforts continuously, without hours of wasted effort.

Eightfold® CRM Gives Recruiters and Candidates What They Want

Eightfold's CRM, part of the Eightfold Talent Acquisition solution, is designed for recruiters. It gives recruiters what they need to get maximum results with the least possible effort.

The built-in AI can select the audience for a given message based on which candidates are most interested in the content, leading to response rates many times better than legacy tools.

Detailed funnel metrics and a clean email authoring tool allow for fast setup and easy A/B testing. Sophisticated filters enable real-time audience selection. Addresses are maintained automatically.

Candidates get the information they need, and recruiters get time back to focus on high-value activities. Just what everyone wanted.

> " Eightfold has the ability to let us send out a very targeted and diverse campaign. We can fine-tune the messaging, which we can't do with other platforms."
>
> **Austin Norfleet**
> *University Recruiting Manager, Nutanix*

Key Capabilities: Eightfold Candidate Relationship Management

ATS Integration. De-dupe, clean, update, and enrich profiles and sync two-way with an existing ATS.

Predictive Audience. AI-powered selection of interested audience gets 7x greater response than InMail while saving recruiters time.

Campaign Objective. Campaign designs for every common need come standard.

High-Value Campaigns. Nurture diversity audiences, alumni, employee referrals, and other key groups.

Campaign Insights. Built-in analytics include a full interaction funnel, geographical data, audience characteristics, and outcomes.

Automatic Follow-up. Increase response with one-click follow-up and message scheduling.

Fast ROI. Easy to deploy, intuitive to use, and available with dedicated support for ROI in weeks.

Compliance. Meets SOC2 Type II security and GDPR privacy standards.

Eightfold Talent Acquisition

Find, engage, and hire qualified people with accurate matching and a built-in CRM

50%
Recruiter time savings overall

91%
Roles with pipelines filled instantly

Eightfold Talent Experience

Deliver a candidate-driven career site that boosts brand and improves applications

2x
Inbound applicants from career site

24%
Higher inbound candidate quality

Eightfold Talent Diversity

Prevent bias and track diversity hiring progress to make a measurable difference

19%
More hiring of female candidates

Zero
Bias by age, race, or gender in interviewing

Eightfold Talent Management

Enable internal mobility and career planning to retain top performers longer

81%
Increase in internal mobility

25%
Reduced attrition of top performers

eightfold.ai

Eightfold delivers the Talent Intelligence Platform, the most effective way for companies to identify promising candidates, reach diversity hiring goals, retain top performers, and engage talent. Eightfold's patented artificial intelligence–based platform empowers enterprises to turn talent management into a competitive advantage. Built by top engineers out of Facebook, Google and other leading technology companies, Eightfold is based in Mountain View, California.

For more information, visit www.eightfold.ai