eightfold.ai

Augmenting Workday **with**
Eightfold for Talent Acquisition

**Using AI to Decrease Bias and Accelerate Time-to-Fill
with Diverse and High-Quality Candidates**

As the pandemic retreats, talent teams must contend with a very dynamic business environment and an increasingly competitive job market. Compared with a 15% voluntary turnover rate prior to the pandemic, more than 40% of people who responded to Microsoft's 2021 Work Trend Index – a global survey of more than 30,000 people – said that they are considering leaving their employer this year. Similarly, 25% of US employees expect to look for a new employer "once the threat of the pandemic has decreased," according to Prudential's Pulse of the American Worker.

Additionally, enterprises are evolving their business models and shuffling internal resources to position themselves for growth.

Change always brings opportunity, and for talent leaders it's the chance to consistently and rapidly align talent strategies with post-pandemic business needs. Using AI to accomplish this will allow organizations to remain future-proof in the face of rapidly changing business needs and global events.

AI-Powered Talent Intelligence

Eightfold is an AI-powered Talent Intelligence Platform that, through bi-directional integrations with traditional HR systems such as the popular Workday HRIS, Workday Recruiting, Workday Learning, and Workday Talent & Performance applications, enables employers to develop holistic talent strategies to support their businesses. Workday customers use Eightfold's platform insights to implement a more agile and impactful talent strategy.

While traditional HR systems have rich data about each candidate and employee, these data are often self-reported and never encapsulate what each individual has done, let alone what each individual is capable of doing. By using Eightfold, organizations understand the true potential of their workforce on a global scale.

Eightfold's proprietary global data set of more than 1.5 billion talent profiles and patented AI technology, enables employers to make more informed decisions about how and when to build, buy, or borrow talent. Integrating Eightfold with Workday allows talent leaders to identify skill gaps in the workforce, focus recruitment efforts, invest in the right talent, and respond effectively to shifts in business strategy.

When applied to talent acquisition, Eightfold's AI empowers Workday customers to hire for capability, potential, and diversity. Armed with new tools and rich, real-time insights, recruiting teams can speed time-to-fill with quality talent, enhance the candidate experience, and advance diversity, equity, and inclusion (DE&I) goals in ways never before possible.

Unlocking the Talent Potential in Workday

Workday is one of the leading HCM systems and holds an essential place in the HR technology stack. Employers rely on Workday applications to store candidate and employee data, streamline day-to-day work, and meet HR regulations. Workday Recruiting and Workday HRIS are excellent systems of record with strengths in process automation, reporting, and compliance.

> "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 Talent Attraction and Talent Acquisition Solutions, Bayer*

But employers need more than that to proactively develop and maintain effective talent strategy. That's why an increasing number of Workday customers are augmenting their implementations with Eightfold.

Augmenting Workday with Talent Intelligence

Eightfold is an AI-powered talent intelligence platform that integrates seamlessly with Workday. It is the only purpose-built AI talent suite that empowers employers to plan and execute data-driven talent strategies that deliver meaningful business outcomes.
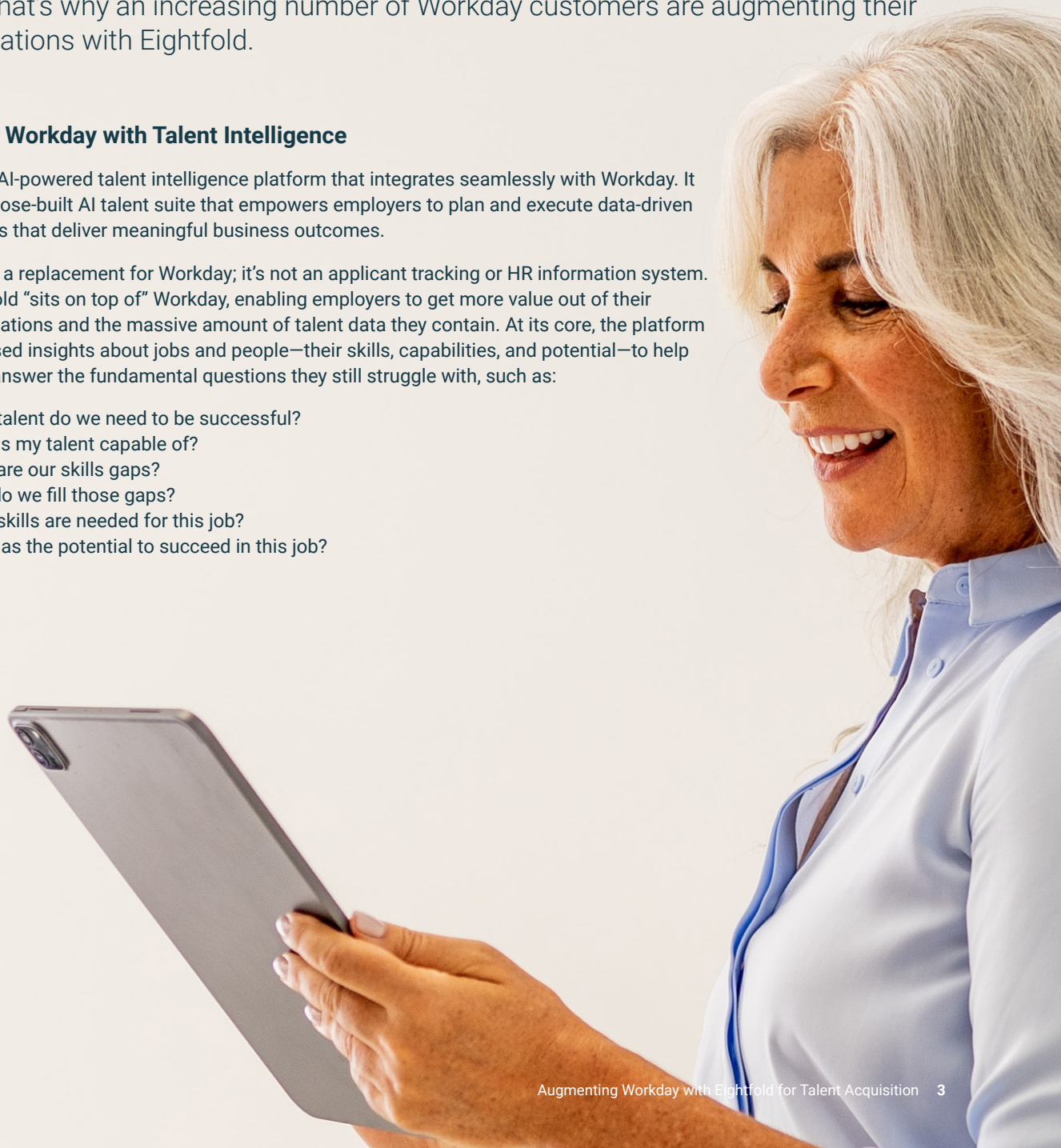
Eightfold is not a replacement for Workday; it's not an applicant tracking or HR information system. Instead, Eightfold "sits on top of" Workday, enabling employers to get more value out of their Workday applications and the massive amount of talent data they contain. At its core, the platform provides AI-based insights about jobs and people—their skills, capabilities, and potential—to help talent leaders answer the fundamental questions they still struggle with, such as:

- What talent do we need to be successful?
- What is my talent capable of?
- What are our skills gaps?
- How do we fill those gaps?
- What skills are needed for this job?
- Who has the potential to succeed in this job?

Adding Intelligence to Talent Acquisition

By integrating Eightfold with Workday Recruiting, employers unlock the talent potential that lies hidden in the thousands of applications and resumes in this immense digital filing cabinet. Eightfold's AI analyzes all past and current applicants to identify the most qualified candidates for a given role. The AI makes these job-fit matches instantly and accurately, at scale and without bias.

Employers can also connect Workday HRIS with Eightfold, extending these insights to current and former employees. By matching internal talent to open roles, employers can proactively identify internal talent and increase internal mobility and retention, promoting top and diverse talent before they are poached by a competitor.

SYSTEM of INTELLIGENCE

eightfold.ai
AI-Powered Talent Acquisition

WORKDAY Recruiting	**WORKDAY HRIS**
Candidates	Employees
Resumes	Job descriptions
Recruiting processes	HR processes

SYSTEM of RECORD
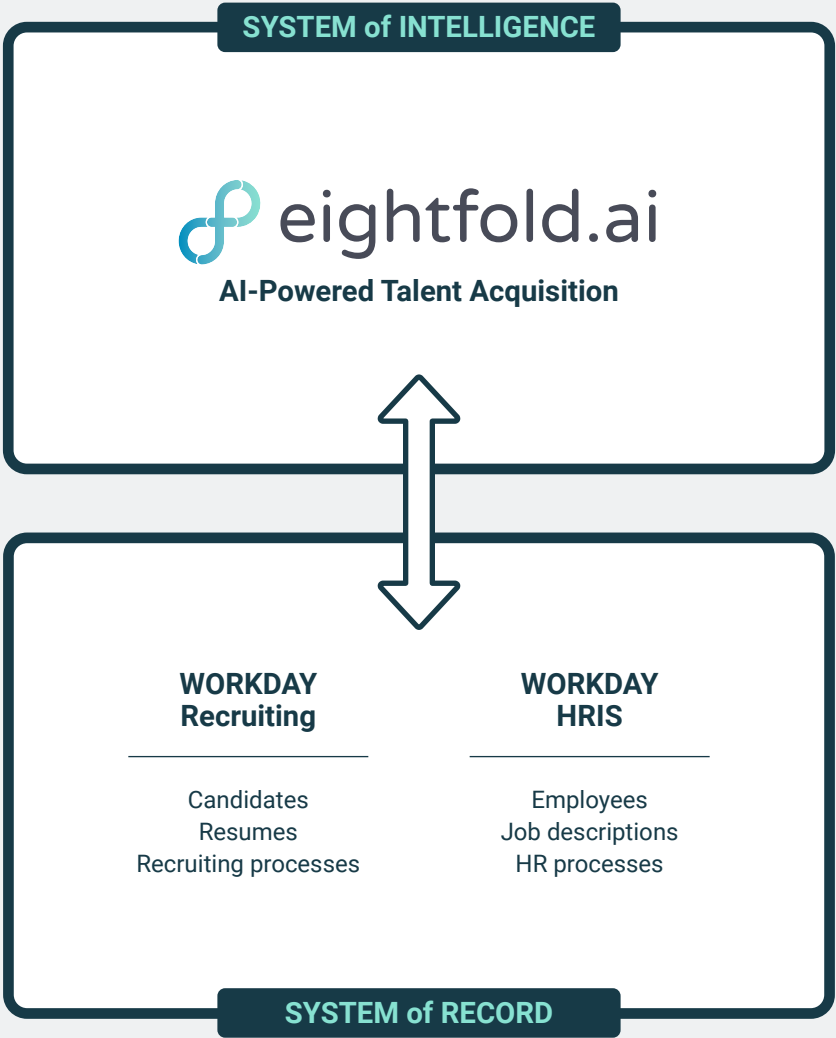
Eightfold's Advanced Talent AI

Like any employer, Workday customers face several challenges when looking for qualified candidates.

Problem: Job descriptions are typically too generic, aspirational, or outdated to provide clear guidance on the skills required to be successful in a role.

> **Result:** Employers receive poorly matched inbound candidates for open roles, often overwhelming the recruiters with resumes to review and missing high-quality candidates.

> **Ideal Outcome:** At the beginning of the application process, candidates are matched to the jobs they are a best fit for based on global data. Employers can quickly identify the best fit talent (applicants, former applicants, and employees) for all open roles.

Problem: The half-life of skills has dropped to five years, meaning skills are becoming obsolete more quickly. The skills prioritized by employers keep changing too, and the definitions and interpretations of skills differ across employers and by each candidate.

> **Result:** Recruiters miss high-quality talent by using word-based matching to quickly filter out candidates without assessing the true fit and potential of each candidate.

> **Ideal Outcome:** Technology helps put skills in context to help recruiters identify which candidates have the skills and potential to be successful in each role, allowing recruiters to spend more time with every high-match candidate and less time reviewing resumes.

Problem: Resumes are inherently flawed. They don't reflect an individual's true potential because they're self-assessed, self-reported, and often under-represent capabilities (especially in the case of women and minorities). Resumes are also susceptible to bias.

> **Result:** Recruiters skim through resumes, frequently filtering on pedigree and job history rather than understanding each candidate's true background. Candidates list skills based on buzzwords to match job descriptions and distill years of work into a few bullet points while omitting critical projects and accomplishments that help demonstrate their true capabilities.

> **Ideal Outcome:** Using global data and understanding each job in context (e.g., an Operations Manager at FedEx is a very different skill set and profile from an Operations Manager at a bank), helps candidates and employees accurately portray what skills they have, and what they are capable of doing next.

Beyond Resumes and Job Descriptions

Eightfold helps Workday customers overcome the shortcomings of resumes and job descriptions. The platform's deep-learning AI delivers rich talent insights by analyzing the world's largest, self-refreshing source of talent data—more than 1.5 billion profiles of people working in every job, profession, industry, and geography. The capabilities of Eightfold's continuously learning AI include:
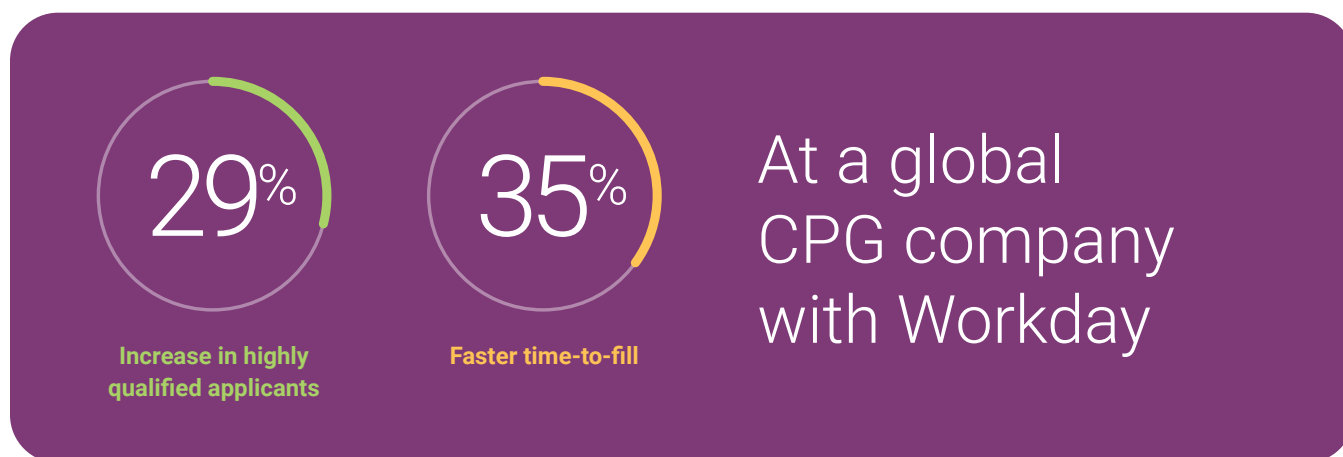
1. **Identifying the skills required to do a job successfully.**
   Eightfold ingests job descriptions from Workday and augments them with missing skills. The AI makes recommendations that address contextual nuances in skills and jobs. It can differentiate, for example, between the skills used by a Product Manager at a technology firm and the skills required for the same role at a CPG company. The AI can also detect which skills are rising or falling in popularity, so employers stay on top of trends in the talent market. Eightfold's AI has identified more than 1.4 million skills and more than 800,000 job titles.

2. **Determining an individual's skills, capabilities, and potential.**
   Eightfold's AI looks beyond the resume to identify Validated Skills, Likely Skills, Skills to Validate, and Missing Skills for every role at an organization, matching each individual to every role based on their full profile and potential. In addition to skills, Eightfold's algorithm considers companies worked at, career path, time spent in different roles, work locations, performance feedback, and assessments—all of which provide a more accurate understanding of what people are capable of and where they can succeed next. Eightfold's AI is also constantly enriching and updating the profiles of candidates and employees with new information from public sources like LinkedIn, Hoovers, Crunchbase, and GitHub, ensuring that each company's talent network is consistently and automatically refreshed.

3. **Matching individuals to jobs, projects, mentors, and courses.**
   Eightfold's matching algorithms are far superior to simple keyword matching, which scores candidates for fit based on words on a resume. Eightfold's AI instantly matches individuals with the jobs they are good fit for and delivers a fully integrated talent development experience for every individual. Based on every individual's career aspirations, Eightfold proactively builds personalized career development pathways combining projects, skills-based mentors, and skills-building classes.

4. **Inferring gender, ethnicity, age and other diversity attributes across groups.**
   Eightfold's AI-informed diversity insights help employers baseline, benchmark, and strengthen DE&I initiatives. Employers can take effective action to attract, hire, retain, and develop more diverse candidates. The AI uses Equal Opportunity Algorithms—the state of the art in bias prevention—to ensure that personal characteristics don't factor into job-fit matches.

Transforming Talent Acquisition with AI

The Eightfold Talent Acquisition module delivers actionable insights that transform how employers attract, engage, and hire talent. AI-powered talent acquisition benefits Workday customers in many meaningful and measurable ways, with improvements at all stages of the recruiting process.

Accelerate Time-to-Fill with Quality Candidates

In a hot job market, employers need to act quickly or risk losing top candidates to competitors with faster offers. With insights from Eightfold—including an instant shortlist of best-fit candidates—recruiters and hiring managers can rapidly identify and move quality applicants through the recruiting funnel. More efficient sourcing, scheduling, and interviewing also shorten time-to-fill.

29%

Increase in highly qualified applicants

35%

Faster time-to-fill

At a global CPG company with Workday

Improve the Candidate Experience and Employer Brand

Creating a great candidate experience factors heavily in recruiting success. A positive experience can boost employer brand along with application and offer acceptance rates. Employers that augment Workday with Eightfold can enhance the candidate experience with a personalized career site and communications tailored to each individual's skills and interests. Candidates also benefit from a faster, smoother, more transparent hiring process.

Advance Diversity Goals

Many employers are committed to DE&I but lack the data and technologies to make measurable progress. Integrating Eightfold with Workday brings the power of AI to supporting DE&I objectives and hiring in compliance with DE&I requirements. Skills-based matching levels the playing field for under-represented candidates and anonymous screening eliminates unconscious bias. Eightfold's deep diversity insights go well beyond the compliance reporting available in Workday Recruiting.

Increase Productivity of the Recruiting Team

Screening hundreds of resumes and scheduling dozens of interviews puts a heavy administrative burden on recruiting teams. An AI-powered recruiting process eliminates the repetitive, manual tasks that bog recruiters down. Joint Workday and Eightfold customers have realized significant efficiency gains, with recruiters filling roles in far fewer working hours. Some employers have even redeployed sourcing and scheduling staff into higher-value recruiting roles.

Transforming Candidate Sourcing and Screening

Recruiters and hiring managers jumpstart the hiring process by using Eightfold's AI to clearly define the skills they're looking for and instantly identify best-fit matches across the talent pool.

Consideration	Without Eightfold	With Eightfold	Benefits
Intake	Recruiters and hiring managers aren't always on the same page when defining screening criteria. Lack of standardization (what does "scrappy" mean?) results in wasted cycles and a massive increase in time-to-fill.	Recruiters and hiring managers "calibrate" requisitions in real-time using attributes like preferred and adjacent skills, alternate job titles, and the candidate's current employer. The AI uses this calibration to find and rank best-fit candidates.	Recruiters work more strategically and efficiently with hiring managers. They become talent advisors who deliver high-potential candidates based on the skills each role requires.
Sourcing	Rather than tapping into an employer's existing talent network, recruiters take a "post and pray" approach to sourcing or resort to expensive recruiting agencies.	Eightfold looks for high-potential candidates across all talent—from past and current applicants in Workday Recruiting to the employees and alumni stored in Workday HRIS.	Employers reduce time-to-fill and cost-to-hire by starting every search with their own talent network.
Screening	Recruiters have little information to assess a candidate's qualifications beyond what's on the resume. This is problematic because resumes are self-assessed, self-reported, and often under-represent capabilities.	The AI automatically enriches candidate profiles with insights into their validated skills, likely skills, skills to validate, and the skills they can quickly learn. This provides a more complete picture of a candidate's true potential.	Recruiters and hiring managers can make more informed decisions about which candidates to move forward with. Employers can hire for potential with a deep understanding of a candidate's skills and ability to learn.
Screening	Recruiters must review thousands of resumes, a heavy administrative burden that slows the hiring process. Manual review doesn't scale and resumes often remain unread.	Eightfold automatically identifies best-fit candidates. Candidates are scored on a scale of 1 to 5 and stack-ranked based on their potential to succeed on the job. In minutes, recruiters have a shortlist of strong candidates to engage.	Recruiters work much more efficiently, significantly reducing the time and effort required to find quality candidates. They can also take on more value-added activities.
Talent Rediscovery	Recruiters have a hard time finding previous applicants stored in the ATS. It's easier to "start over" than run a report or search the database. What's more, candidate information grows outdated quickly due to the accelerating half-life of skills.	Eightfold resurfaces the applicants in Workday Recruiting, including past "silver medalists" who are a good fit for a different role. Applicant profiles are automatically updated with information from public sources and 1.5 billion profiles.	Talent rediscovery increases recruiter productivity, improves candidate transparency, and reactivates past applicants—who represent a significant investment in recruiting time and dollars.

90% Reduction in screening time at a global pharmaceutical company

Transforming Candidate Engagement

AI-powered scheduling, interviewing, and candidate relationship management make it easy for Workday customers to engage and nurture talent in a very personalized, targeted way.

Consideration	Without Eightfold	With Eightfold	Benefits
Scheduling	Scheduling interviews is a manual, time-consuming, and tedious task that requires recruiters to switch to a separate application like Microsoft Outlook or Google Calendar.	Recruiters can schedule interviews in a few clicks right from Eightfold. The platform automatically prompts candidates to select a time, requests feedback from interviewers, and tracks the process from start to finish.	Recruiters spend considerably less time on scheduling and avoid becoming the bottleneck in the interview process. Employers provide a better interview experience for candidates.
Interviewing	Interviewers rely on the limited, sometimes flawed information on a candidate's resume to guide the interview.	Interviewers receive AI-informed insights on each candidate to allow for more targeted questioning. For example, interviewers can ask about skills that the AI suggests are missing or need to be validated.	Recruiters and hiring managers can conduct more impactful interviews with greater focus on a candidate's potential to succeed in the role.
Nurturing Candidates	Recruiters must use a separate CRM system to build ongoing relationships with past and current applicants. This makes nurturing talent difficult, expensive, and time-consuming. Plus, recruiters take a scattershot approach to outreach because they can't effectively target select candidates (e.g., females in Atlanta with the potential to be an AI engineer).	Recruiters use Eightfold's built-in candidate relationship management capabilities to deliver personalized communications at scale. Recruiters can do very targeted, AI-powered outreach with content and messages tailored to the candidates' skillset. Automated drip campaigns take the work of nurturing talent off the recruiter's plate.	Recruiters can be more productive and efficient in their outreach, and employers increase hiring efficiency by building talent relationships that pay off in the future. Candidates appreciate the personalized attention, which improves employer branding.

6X Higher response rate to recruiting messages

Transforming the Candidate Experience

Workday customers use Eightfold to offer a personalized candidate experience that boosts employer brand and increases the number of applications from diverse and qualified applicants.

Consideration	Without Eightfold	With Eightfold	Benefits
Career Site Job Search	There is no guidance on the career site to help candidates find a job that's a fit for them. As a result, candidates apply to the wrong job or leave the site in frustration, leading to high drop-off rates.	Eightfold's AI-powered career site presents personalized job recommendations to every candidate who uploads a resume. They apply by completing a short pre-populated application form.	Candidates can easily find and apply for the jobs they're most qualified for. Employers increase application rates and get a higher volume of diverse and high-potential applicants.
Career Site Content	Career sites tend to be very generic and text heavy, with little to capture an applicant's attention. In addition, talent teams must work through IT for updates, which limits their speed and agility.	The AI automatically presents career content that's relevant to each candidate. Talent teams can create an engaging, multichannel experience without relying on IT for changes.	Candidates are engaged and encouraged to apply for a given role. Companies build a positive employer brand that attracts quality candidates.
Candidate Disposition	Applications for high volume requisitions aren't followed up on. Candidates are left wondering what their status is, which reflects badly on the employer.	Recruiters can select poorly matched candidates and disposition them in bulk—a quick and painless process.	Candidates appreciate the transparency. Employers boost their brand by providing a timely response.
Candidate Rediscovery	Resumes submitted online go into a black hole. In an applicant's mind "We'll keep your resume on file" means "You'll never hear from us again."	Candidates are constantly resurfaced and automatically considered for new job openings—even without applying for them.	Candidates remain engaged with companies of interest. Employers can do targeted outreach to warm leads that are suitable for other jobs.
Career Site Analytics	There are no out-of-the-box analytics to assess career site performance. Most companies use Google Analytics, which provides basic data like site traffic and page views.	A robust dashboard provides rich insights with meaningful statistics like application rates, content engagement, and the conversion rates of online sources and campaigns.	Employers can maximize the effectiveness of their career site and online recruiting budgets.

29% Increase in number of highly qualified applicants at a global CPG company

Transforming Diversity Hiring

Eightfold helps Workday customers advance diversity hiring goals by providing the tools and insights to attract more diverse candidates, reduce unconscious bias, and measure diversity outcomes.

Consideration	Without Eightfold	With Eightfold	Benefits
Imposter Syndrome	Imposter syndrome can thwart efforts to increase diversity hiring. Many women and minority candidates won't apply for a position unless they meet all its qualifications.	Eightfold's career site recommends and underlines explains why candidates are a good fit for a particular position. These AI-powered insights can give candidates the confidence to apply for positions they typically wouldn't.	Employers help great candidates overcome imposter syndrome, which increases the number and share of applications from diversity candidates.
Resume Shortcomings	Resumes don't reflect a candidate's real potential because they are self-reported and self-assessed. This is especially true for underrepresented groups (women, Blacks, Latinx, veterans) who tend to downplay their experience.	The AI automatically enriches candidates' profiles with skills and capabilities that don't appear on their resumes. This gives recruiters and hiring managers a more accurate and complete picture of a candidate's true potential.	Employers create a level playing field for diversity candidates. Everyone is evaluated based on their potential for on-the-job success; no one is penalized for a poor self-assessment.
Bias	Candidate profiles contain personal information that can lead to unconscious bias during the recruiting process.	Eightfold anonymizes candidate profiles by "masking" such information as name, age, address, school, and veteran status.	Employers mitigate unconscious bias by ensuring that recruiters and hiring managers aren't inadvertently swayed by diversity attributes.
Diversity Analytics	Employers don't have the data or insights to measure the effectiveness of diversity hiring initiatives or identify areas for concern.	Eightfold's diversity dashboard displays conversion rates for diverse candidates at each phase of the recruiting process, with analyses available by gender, ethnicity, candidate match scores, organization, position, and more.	Employers can baseline diversity hiring, see where bias is entering the hiring process, guide diversity training initiatives, and create accountability for diversity outcomes at the corporate, department, and hiring manager levels.

47% Year-over-year increase in hires who met diversity criteria at a leading CPG company

Workday + Eightfold Success Story

AirAsia Lands More Candidates Faster

AirAsia's rapid growth created a surge in new hires at the world's top low-cost airline. In 2019, AirAsia added more than 6,000 employees across flight operations, information technology, and other corporate functions.

Faced with the challenge of finding highly-qualified candidates for a large number of positions, AirAsia implemented the Eightfold Talent Acquisition module. The company's objective was to apply AI to the tasks of reviewing resumes, assessing applicants' qualifications, and matching candidates to open positions.

AirAsia integrated Eightfold with Workday Recruiting, which stores resumes for all positions in all locations. Tight integration between the two systems allowed Eightfold to be rolled out to the entire company at once.

The benefits of using Eightfold were evident almost immediately. AirAsia slashed the time required to screen and hire quality candidates and greatly improved the productivity of its career site.

Accelerated Hiring of High-Quality Candidates	Increased Efficiency of the Recruiting Team	Better Candidate Experience on the Career Site
• **80% faster** progression to the interview phase • **36% faster** time-to-offer	• **48% less** time spent coordinating interviews • **132,000 applications** processed in one month	• **114% increase** in applications from the career site • **35% of career site visitors** apply for a position
"We found out that we had unrealized talent in our ATS."	*"It saves an extraordinary amount of time—about 60%—for our recruiting teams."*	*"Compared to our legacy career site, Eightfold has made the candidate experience much easier."*

AirAsia finds advantages in other features of the Eightfold platform, including the smooth integration with LinkedIn and other sources of potential candidates; the ability to match candidates passed over for one position with another job that's a better fit; and the inclusion of existing employees in the search for ideal candidates.

Executives and hiring managers have noticed the benefits of Eightfold. In addition to accelerating the hiring process, Eightfold has changed perceptions of how recruitment at AirAsia works to provide better-quality candidates.

Now is the Time for AI-Powered Talent Acquisition

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

Many Workday customers are already realizing the benefits of augmenting their implementation with Eightfold. Major employers across industries and around the world have unlocked the considerable talent potential that remains hidden in Workday Recruiting and Workday HRIS. With newfound talent insights from Eightfold, they have accelerated the hiring of ideal candidates, driven DE&I initiatives forward, and improved their candidate experience to gain a competitive edge in hiring.

eightfold.ai

Eightfold Talent Acquisition is built on the Eightfold Talent Intelligence Platform,™ 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.

For more information, visit **www.eightfold.ai**