



Customer: Automation Anywhere
Customer Website: www.automationanywhere.com
Headquarters: North America

Challenges:

- Hire more and hire faster
- Rediscover past applicants in the ATS
- Increase diversity
- Increase the efficiency of the talent-acquisition team

Results:

- Four times as many people hired year to date
- Hiring of prior candidates from the ATS
- Greater diversity in candidates and hires
- 31% improvement in time to fill, from 65 to 45 days

Business Benefit:

- By adopting the AI-powered Talent Intelligence Platform from Eightfold, Automation Anywhere was able to rediscover talent within its ATS, hire faster and with greater candidate diversity.



Automation Anywhere is a global leader in Robotic Process Automation (RPA), empowering customers to automate end-to-end business processes with software bots – digital workers that perform repetitive and manual tasks, resulting in dramatic productivity gains, optimized customer experience, and more engaged employees.

As Automation Took Off, So Did Hiring at Automation Anywhere

“Hiring totally exploded.”

That’s how Ashlee Duran-Booshehri describes what happened this year at Automation Anywhere. It’s no surprise, really. Robotic Process Automation is the fastest-growing sector of the technology industry, and Automation Anywhere is a big part of that, a Leader in Gartner’s “Magic Quadrant” two years running.

Duran-Booshehri is the Director of Recruiting Operations, managing a team of coordinators and program managers, as well as managing background checks, offer letters, scheduling, referrals, contingent workforce, reporting & analytics, and immigration.

As the hiring frenzy set in this year, Duran-Booshehri said artificial intelligence for talent provided a solution.

One and Done

Automation Anywhere has 1,600 employees, and a couple hundred open positions at any given time. The plurality of those jobs are in sales, but there are also significant engineering needs. Automation Anywhere has 15 global offices in total, with additional professionals spread across many countries outside where it has offices.

In the company’s Jobvite applicant tracking system lie about 200,000 records of people. But, pre-AI, the company hadn’t had a great way to search those past applicants. So, if a person applied to a job, and were not hired, they were rarely considered for a later role, even if their skills were a match for a role the candidate did not consider.

And, the candidate records grew stale; the resumes weren’t being updated after each application was submitted.

Finding Lost Treasures

Adopting the Eightfold Talent Intelligence Platform changed the game for Automation Anywhere.

What happens now is the company will “calibrate” a role. Recruiters, in partnership with hiring managers, list what skills are needed to succeed in the job. Then, the platform shows who among the 200,000 people in the company’s network is a match for that role. It could be a past applicant, an employee referral, or even a former employee.

“The calibration is huge,” Duran-Booshehri says. “That’s not possible in anything we use.”

Also, everyone’s profile has been refreshed, so the platform uses publicly available data to automatically add any skills that the prospect has gained since applying.

The upshot is that the company has resurfaced thousands of great potential employees previously hidden away. “We used to have one person apply for one job and that was it,” says Duran-Booshehri. “Now an applicant can potentially be a match for all kinds of jobs.”

“A req should never start from zero. You should always have a pool of candidates from within your ATS.”

Ashlee Duran-Booshehri,
Director of Recruiting Operations

The company has been filtering the list of prospects to boost diversity. It can, for example, make sure it is not ruling out women for sales roles and can recalibrate any of its job criteria to expand its pool if necessary. “We’re trying to be more proactive about diversity and bring more diverse candidates in the pipeline. Eightfold has allowed us to do this.”

Automation Anywhere runs “campaigns,” too. It will use the AI to find the right prospects by role, region, or diversity, and then send targeted messages to them, letting them know what the company’s up to, telling prospects, “We’d love to have you be a part of this.”

Ease and Efficiency

The platform is “transparent, and it’s easy to get visibility,” Duran-Booshehri says. With just an ATS, it’s difficult to see all the interactions the company has had with a candidate, if those contacts involved multiple managers for multiple roles. With Eightfold layered on to an ATS, she says, “you can see all of them, all of the reqs one candidate spans.”

Automation Anywhere has, Duran-Booshehri says, “brought candidates to the forefront we never would have looked at before.”

They’ve also used Eightfold Sourcing, a sourcing service that Eightfold provides to help with tougher roles to supplement recruiting efforts. “It’s a sourcer in your back pocket you didn’t have before to bring more candidates to light,” Duran-Booshehri says.

All told, during the first quarter of 2021, Automation Anywhere filled just as many roles as they did during the entire previous year. And they’re pulling that off with a lean team; the talent-acquisition team has been about 3 ½ times more productive than before the AI was adopted.

LinkedIn spending has been pared back. Time to fill has gone way down, particularly for sales roles. What was 65 days is now approximately 45 days. Interviews are more efficient. That’s because the applicants are more likely to be familiar with Automation Anywhere, the business, and even the culture, as they are more likely to be ex-applicants and referrals who are part of the company’s network than passive candidates. “They’ve often already been vouched for and can skip a recruiter screen,” Duran-Booshehri says.

The virtual world exploded in 2020 and 2021, and so did robotic process automation. That’s causing an “explosion” in hiring for Automation Anywhere. It has met the challenge and then some, with artificial intelligence for talent.

“The competition for employees is priority one for our business,” says Jack Doan, Senior Vice President of Global Human Resources and Talent. “And the fact is we could not have won that competition without this AI. It’s the answer for us now and in the future on a global level.”



Eightfold.ai® delivers the Talent Intelligence Platform™, the most effective way for companies to retain top performers, upskill and reskill the workforce, recruit top talent efficiently, and reach diversity goals. Eightfold's deep learning artificial intelligence platform empowers enterprises to turn talent management into a competitive advantage. Eightfold is based in Mountain View, California.