



## Challenges:

- Corporate policy put a high priority on hiring with no solution to attain goals
- Talent acquisition team wanted to increase the quality and diversity of its applicants

## Results:

- 47% year-over-year increase in hires who met diversity criteria, 44% of all new hires
- The number of highly qualified applicants increased from 49% to 63% of all applicants.

## Business Outcome:

- The company is exceeding diversity goals, attracting a higher-quality pool of diversity applicants, and is filling open positions in less time.

# Consumer Goods Leader Increases Diversity and Accelerates Hiring Using Eightfold's AI-Powered Talent Acquisition

Like any participant in the highly competitive consumer packaged goods (CPG) industry, this Fortune 500 company is constantly on the lookout for high-potential talent that will help stimulate growth, increase customer satisfaction, and contribute to profitability and competitive advantage.

The company is a multinational CPG leader with more than 20,000 employees and dozens of locations. While satisfied with the quality of talent it was hiring, the talent team wanted to deliver on a corporate goal of having a more diverse workforce and improve its overall efficiency in attracting top talent.

Since 2018, the company has employed Eightfold Talent Acquisition, a module of the Eightfold Talent Intelligence Platform, to enhance multiple aspects of its talent acquisition process. The Eightfold module sits on top of the company's Workday applicant tracking system (ATS) to enable the company to hire for potential and diversity, offer enhanced candidate experience, and accelerate time-to-fill with high-quality candidates.

## Eightfold has had a positive, measurable impact on the company

### 1. Diversity of Talent Pool

In its first year of using Eightfold, the company realized a 47% increase in the percentage of new hires who met its criteria for diversity, going from 30% to 44% of all new hires.

Once high-potential diversity candidates are identified, the company uses Eightfold's Candidate Relationship Management capability to proactively engage with those individuals through personalized outreach efforts. A new AI-powered careers website also supports the diversity effort by highlighting the best matches for a person's skills and customizing job descriptions.

The Eightfold Talent Acquisition module provides a set of tracking tools that feed into a dashboard that clearly describes progress and achievements versus goals and identifies any problems in the process that need to be remedied. At the employer's discretion, profile masking can also be applied to anonymize candidate details and prevent unconscious bias by age, race, or gender.

The Eightfold capabilities for diversity, candidate relationship management, and the careers website feed bidirectionally into Workday, allowing the company to retain Workday as its system of record for talent acquisition while adding the benefits of AI.

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## 2. Enhanced Quality of Applicants

By applying AI to the task of matching candidate capabilities with job requirements, Eightfold increases the speed, accuracy and likelihood of finding a top-tier candidate for a position. Eightfold automatically ranks a candidate against all requirements of a position, assigning each individual a rating of up to 5.0 match points.

This saves recruiters from the laborious task of reading through resumes or scrolling through professional social networks in hopes of spotting a good match. Here's just one example of how the process is enhanced. The company had an open position for a senior financial analyst. Using Eightfold's AI-powered sourcing capabilities, a recruiter instantly found Rebekah, a 4.5 match point candidate who also met the objective of increasing the number of women in Finance. Following an initial recruiter outreach, Rebekah was ultimately hired for the position.

The matching process works in the other direction as well. The company's new careers website, powered by Eightfold, shows potential applicants the open positions that are the best match with a ranked list of exactly which job requirements match their unique skills and capabilities.

The impact of such a high level of personalization on potential candidates is strong and immediate. "They feel good about hitting the Apply button, because they can see just how good a match the job is for them," says the company's Director of Talent Acquisition. "And it reflects really well on our company."

The result of AI-powered matching and ranking, plus the enhanced career website, has had a measurable impact on the quality of applicants. In the first year of using Eightfold, the number of applicants rated 3 match points or higher increased from 49% to 63%. There was also a 35% reduction in the average time to fill an open position.

**The number of applicants rated 3 out of 5 or higher  
increased from 49% to 63%**



Eightfold Talent Acquisition is built on the Talent Intelligence Platform, a native-AI platform that provides a unified view of all talent – employees, candidates, contractors, and teams – empowering business leaders to align talent strategies to strategic business outcomes.