



Customer: NextRoll

Customer Website: www.nextroll.com

Headquarters: North America

Industry: Technology

Challenge:

- Competitive hiring market exacerbated talent acquisition and diversity and inclusion goals.
- Legacy tool for tracking diversity in hiring was often inaccurate.

Results:

- Recruiting efforts are well-coordinated with diversity and inclusion objectives.
- Eightfold's Talent Intelligence Platform presents progress toward recruiting goals in a graphical, easy-to-understand format.

Business Benefit:

- The Eightfold Talent Intelligence Platform provides NextRoll with timely reports that unambiguously identify progress toward diversity and inclusion goals.



For a company that's a thought leader in marketing, NextRoll knows very well that whatever a company says about itself, it had better have evidence to back it up. So, when it cites diversity and inclusion in hiring as a prominent part of the company's culture, it knows it must track progress.

Eightfold Brings the Progress on Diversity Hiring Goals to the Forefront at NextRoll

That's the mandate for Jody Atkins, Global Head of Talent for NextRoll. "Having a diverse employee community is a vital part of our company culture," she says. "We all feel a sense of responsibility to make a difference and to be an ally of those who have been underrepresented or discriminated against in the past. We want a diverse pool of people to bring different perspectives and values to the company."

NextRoll is a pioneer in applying technology to marketing, providing tools and platforms originally for direct-to-consumer businesses and more recently for business-to-business clients. Since its founding in 2007, it has worked with more than 37,000 customers worldwide.

Hiring Focused on Diversity, Quality Candidates

Competing with other high-tech companies in the San Francisco Bay Area for talent, the recruiting team at NextRoll uses every tool it can to fill open positions and meet published goals for diversity and inclusion. Its Greenhouse applicant tracking system (ATS) has more than 100,000 resumes in it. And, since 2017, NextRoll has also used the Talent Intelligence Platform from Eightfold, which is fully integrated with Greenhouse.

For NextRoll, the key feature of the Eightfold platform is the ability to identify candidates in underrepresented categories and track their progress through the hiring process. It presents recruiters, hiring managers, and senior management with easy-to-understand dashboards of hiring funnels sortable by EEOC category, hiring stages, department, geography, and other criteria.

Prior to adopting Eightfold, “we were using another tool for our diversity of pipeline reporting,” Atkins says, “and it was super frustrating. It was unreliable in collecting data and wasn’t useful because we couldn’t stand behind the numbers. It took a ton of time to figure out how to make it accurate.”

Using Eightfold, Atkins and her team of recruiters generate reports that are shared with hiring managers on a monthly basis and with the executive staff on a quarterly basis. At a glance, she says, the hiring managers “can see the health of their pipeline as it relates to diversity. That way, we can always be attuned to what needs to change, what we are missing, and how we can engage people who might not come to us right away. For our executive staff, they get a view from a business unit level.”

She adds, “Eightfold is very eye-opening when you see the graph of the hiring pipeline and how it compares to objectives. It really makes you stop and think why it is that way, and what we can do about it.” Both the hiring manager and the recruiter can see what the next steps are and who’s responsible.



“Eightfold makes it blatantly obvious if we’re doing a great job on diversity or not.”

Jody Atkins, Global Head of Talent, NextRoll

The biggest benefit Atkins sees from Eightfold is accountability. “It’s shining a light on something that before was ambiguous, where we didn’t have a handle on what our pipelines looked like. Eightfold makes it blatantly obvious if we’re doing a great job on diversity or not.”

Atkins offers an example of how the reports are used. For a time, NextRoll was trying to fill a large number of positions in the state of Utah, but recruiting efforts weren’t turning up many women. In response, NextRoll revised interview questions to ensure they were targeting only the competencies listed in the job descriptions. As a result of this modification, more women were hired.

Because only about 5% of people submitting resumes identify their gender and ethnicity, Eightfold uses US Census data and proprietary algorithms to infer the gender and the ethnicity of a candidate through other information on the resume – a technique proven to be 90% accurate. “Without Eightfold, it would be very hard for us to learn about the progress of underrepresented groups in the pipeline,” Atkins says.

Eightfold’s use of artificial intelligence and equal opportunity algorithms helps companies avoid bias in talent acquisition and focus recruiters on identifying candidates who match company goals for diversity. Actions to increase diversity are entirely conscious and safe for the organization.

Drawing Targeted Individuals Into the Hiring Pipeline

NextRoll also uses the Eightfold Talent Intelligence Platform to identify target prospects for campaigns designed to build the company's brand as an employer and encourage people to apply, and for using AI to create short lists of high-potential candidates with whom the company wants to engage. The result is better-quality candidates and reduced time to interviews.

A striking example of how the various capabilities of the Talent Intelligence Platform work together came in 2018, when NextRoll decided to be a sponsor of the Grace Hopper Celebration, an annual event that draws thousands of women who want to pursue a career in engineering.

Using Eightfold, NextRoll sent emails to all women engineers in its database of potential candidates, saying NextRoll would be at the conference. "We got an incredible response that greatly exceeded our expectations," Atkins recalls. "People came up to us and said they received our email and wanted to seek us out. That was really rewarding. And it helped our employer branding, which was the goal of going to the conference."

Conference sponsors received an electronic book of resumes from all attendees. More than 10,000 resumes were uploaded to the Eightfold database. In just a few seconds, Eightfold produced a list of top prospects matched to open positions, which was then used for outreach efforts. The goal on the campaign was to highlight NextRoll's employer brand and familiarity for those attending the conference. Our long tail goal was focused on hiring in the future.

"The ability of Eightfold to focus our campaigns is very helpful."

Jody Atkins, Global Head of Talent, NextRoll

Another use of the Eightfold platform is to stay in contact with individuals identified as high-potential candidates. "You have to engage people multiple times if you want to attract them to your company," Atkins says. "Eightfold gives us another touch point."

For example, "our engineers are encouraged to write blogs, and we use Eightfold to identify the subset of people in our database who would be interested in the subject of each blog. Eightfold makes this quick and easy to do."

The COVID-19 pandemic "made us realize that people can now work from almost anyplace, so we have expanded our outreach efforts to a much broader audience," Atkins notes. Eightfold allows recruiters to target specific skill sets or geographies with precision, finding potential candidates it might have overlooked while still avoiding people with whom there isn't a fit.

"The ability of Eightfold to focus our campaigns is very helpful," she adds.

For Atkins, it all comes back to the quest for diversity and inclusion: "Eightfold helps us develop a more diverse pipeline of candidates. We gain efficiencies internally while giving new opportunities to people we might otherwise have missed."



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.