

Eaton fuels a competitive talent strategy with AI-powered skills intelligence



EAT•N

Industry: Manufacturing
Website: eaton.com/cr/en-us/company/careers
Headquarters: Dublin, Ireland

Employees: 94,000+
Eightfold Products: Talent Acquisition

Eaton keeps the world running with safe, sustainable power solutions, but to do that, it needs the right people. Finding and hiring more than 15,000 employees each year was growing increasingly challenging due to the complex talent acquisition technology stack and fragmented recruiting processes.

With Eightfold AI, Eaton was able to give its recruiters intelligent and automated tools to scale their efforts, create a smoother candidate experience, and provide visibility into the opportunities employees craved. These efforts led to a nine-day decrease in time to offer, \$2.4 million in cost savings, and a 300% increase in the size of the company's talent network, helping secure the right talent in a highly competitive marketplace.



"Our talent network has grown from about a million to 4 million today. We've seen double-digit increases in candidate velocity. We've seen improvements in all talent acquisition metrics: time to market, time to present, and time to offer. Candidate satisfaction scores have gone up and customer satisfaction scores have as well."

– **Jackie Morgan**, Vice President, Global Talent Acquisition, **Eaton**

The challenge

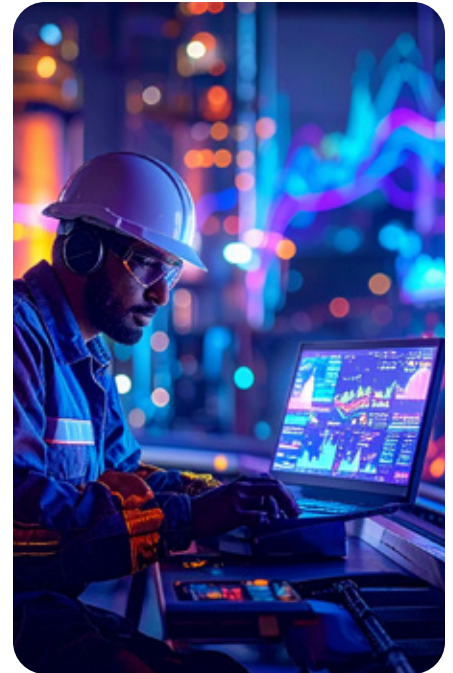
From technology to transportation, the world runs on power. Perhaps nobody knows this better than global power management company Eaton, which is helping customers around the world solve their toughest energy problems.

However, while the world runs on power, organizations run on people. For Eaton to deliver safe and sustainable energy solutions to its customers, it relies on its workforce of over 90,000 employees, especially on its talent acquisition team, which is responsible for hiring over 15,000 employees every year.

Eaton's talent acquisition team faced fragmented recruiting solutions (including a number of talent acquisition systems and tools), burdensome manual work, and disconnected workflows that created major inefficiencies. To recruit the caliber of employees needed to power the world and become top players in the marketplace, Eaton needed sharper insights and a more intelligent recruiting process supported with automation.

"We lacked a CRM that was integrated with our applicant management system," said Didem Önem, Eaton Director of Global Early Career Recruitment and Talent Acquisition Operations. "This was hindering us from tapping into pools of both internal and external talent we generated over the years."

Önem manages global talent acquisition operations of 160 recruiters and recruiting leaders at Eaton who recruit employees around the world, from engineers to supply chain specialists. Before Eightfold, candidate profiles were stored in one database, job openings in another. The data was there, but recruiters couldn't use it to effectively match people to roles. This lack of connected data and insights had a ripple effect. "We weren't able to retrieve insights on the diversity of applicant pools, source of hires, or the usage of tools which are some examples of the data points that are critical in empowering recruiters, fine tuning recruiting strategies, and measuring functional efficiency," Önem said.



Eaton's project team's first goal was to embed intelligent insights and automation throughout the recruiting process. The team's next goal was to revamp the candidate experience. "Starting from our career site to the application form, the application was a lengthy process, which was yielding drop-offs, especially with the mobile experience."

This candidate experience overhaul wasn't just for external candidates. Eaton's company culture is deeply committed to inclusion and continuous learning, and in that spirit, Eaton's recruiting team sought to give internal employees more visibility into career paths and opportunities at Eaton.

The solution

The project team began their search for a tech solution that would become the connective tissue for their complex technology stack, bringing intelligence and cohesion to CRM, ATS, and recruiting efforts, while transforming the external and internal candidate experiences. "We were happy with Eightfold's intelligence and automation capabilities," Önem said. "We wanted to adopt this AI-powered solution, and in doing so we ensured to deploy it responsibly."

After going through a change management process, the team began revamping multiple fronts at once. "We looked at simplifying and modernizing the entire talent acquisition program," said Jackie Morgan, Eaton Vice President of Global Talent Acquisition. "It helped us make sure that we were not only implementing a technology that was going to help us meet our goals, but that we were also advancing the program itself at the same time."

With Eightfold, Eaton is modernizing and simplifying its talent processes with AI to help recruiters work "smarter" and concentrate on more value-added tasks. This is helping the talent acquisition team ensure the best candidate experiences and quickly identify the best talent with a skills-based approach.



The results

40%
increase

in candidate velocity

\$2.4M
savings

from HR tech stack
simplification and automation

4x
growth

in talent network

With Eightfold, the talent acquisition team was able to deliver dramatic efficiencies to the recruiting process, while facilitating seamless interactions among recruiters, candidates, and hiring managers. They shortened time to present a final candidate by four days and time to offer by nine days, netting a 40% increase in hiring velocity, while saving millions of dollars in technology costs and automating inefficient processes.

Specifically, they saw significant impact across three major areas: **recruiter efficacy, the candidate experience, and internal mobility.**

1

Giving recruiters an intelligent edge

Securing top talent faster

Eightfold was able to help Eaton's recruiters and hiring managers define their ideal candidates, then quickly match external and internal candidates to those profiles using their skills, capabilities, and potential, and then rank the best matches first.

"Having a CRM tool with intelligence means we're able to stack rank the talent and give priority to candidates that best meet our profile expectations," Önem said. "We never had that previously."

The talent acquisition team is now able to glean and act upon data insights on multiple levels, adding intelligence to every step of the recruiting process. First and foremost, they're able to see in-depth skills data for candidates and employees, pinpointing which skills applicants have and are likely to have, which helps them then fill critical skill gaps in the workforce.

As a result of using Eightfold, Eaton was able to increase candidate velocity by 40%, a huge leap forward in staying competitive in a large organization with multiple lines of business.

In a survey sent to recruiters, there was a 16% improvement in recruiters' perception of candidate outsourcing being a challenge after implementing the platform.

Widening reach and engagement

Having an end-to-end platform for the entire talent acquisition process also meant the recruiting team was able to act directly from their CRM, keeping everything in one place, from insights to skills data and outreach. Even better, they were able to double the size of their talent network. A bigger network with easier candidate communication meant compounding efficiency gains.

"Our talent network has expanded from 1 million leads to 4 million leads, which allows us to rely on the CRM more than any other database," Önem said.

With Eightfold CRM capabilities, Eaton's employer branding team could run targeted, customized campaigns directly from the platform, whether for specifically engaging skills-based communities or recruiting against the organization's hiring priorities.

Simplifying the talent acquisition process and integrating automation

The team was able to consolidate several point solutions into a single, end-to-end talent intelligence platform, realizing \$1.7 million in direct cost savings. Recruiters' daily work also shifted as automation lifted the heavy burden of tedious, time-intensive tasks, saving another \$700,000.

"Integrating automated solutions that Eightfold presents, such as scheduling a screening call with a candidate has been a game changer, especially for recruiters who are bringing a mass volume of hourly/production talent every year."

Scaling the impact

Earlier this year, Eaton was able to stand up events functionality for its early talent program. "We were able to pull all our early talent pipeline into our CRM, interview them on campus with the help of Eightfold, and then make an offer on site," Önem said. "We were also able to use Eightfold's dashboards to measure our return on investment for all early career activities."

Deeper intelligence at their fingertips

The talent acquisition team can even see product usage data showing how recruiters are using and benefitting from the platform. "The usage of the product itself informs us where we can be more efficient, where we can optimize our efforts, or where we need to do something differently in our search efforts." With these granular insights, the team is constantly refining how they use Eightfold, down to how they can help different recruiter groups in various regions.

2

Elevating the candidate experience

"The career site experience and the application form have improved," Önem said. "We're also seeing dramatic improvements in the candidate response rate right after interviews by sending the candidate experience surveys directly from Eightfold. Now, we have more data to drive actions. AI-driven job recommendations to internal and external candidates was another win that elevated the candidate experience."

Before Eightfold, candidate attrition during the application process hovered around 50% in the hourly talent applicant pool. Now, thanks to the talent acquisition team's efforts, those drop-off rates have drastically improved, meaning more candidates are following through with their applications, and more qualified employees are being hired. Respondents to the candidate experience survey consistently rank the revamped application process 4.6 stars out of 5.

3

Creating an internal talent movement

The talent acquisition team was equally determined to bring more internal candidates into their recruiting process, so they launched an entirely new initiative: the Internal Talent Connect Program.

"Our internal talent has always expressed the need for career development and growth, and more visibility into career opportunities," Önem said. "Eightfold is exactly accommodating those internal leads, giving that proactive visibility into jobs, and helping them see the opportunities available and connect with recruiters."

Before Eightfold, the recruiting team had almost no visibility into their internal talent pool. Now, they're able to do something entirely unique. "With some rules of engagement, we allow our recruiters to tap into our internal talent pool and directly source candidates," she continued. "We can give internal talent visibility into job openings, which was never the case before. We see this as a great step ahead for internal talent development, growth, and supporting career journeys."

Next steps for Eaton

The talent acquisition team has already accomplished a lot, but they have their eyes set on even further efficiency gains. "There are a number of ongoing enhancements in the works right now," Önem said. "We want to make sure we're getting the maximum value out of Eightfold's features."

For starters, the team is looking at using Eightfold for scheduling panel interviews, a notoriously tedious process that involves aligning several calendars. Later this year, the team also expects to release the enhancements that will provide recruiters further visibility on their daily operations and help them prioritize the work in between different openings. Finally, Eaton's talent acquisition team plans to send out more surveys directly from the Eightfold platform to hiring managers to measure customer satisfaction. They'll use Eightfold to administer the surveys and collect the data points.

The Eightfold Customer Success Team will be alongside them every step of the way. "The fact that Eightfold has been able to react to our needs is appreciated for sure," Önem said. "Customer service is another differentiator that we have experienced with Eightfold."

Employees have always been at the heart of Eaton's mission to power the world with clean, sustainable energy. Now, Eaton's talent acquisition team has supercharged its recruiting efforts with AI-powered talent intelligence. From sourcing candidates to making offers, intelligent insights from Eightfold are augmenting every step of the recruiting process. With a foundation of intelligence and automation in place, Eaton is set to scale its workforce and acquire the top talent it needs to stay competitive and remain an industry leader for years to come.

About Eightfold AI

Eightfold Talent Intelligence is evolving into Talent Advantage – an end-to-end system that acts, not just analyzes. Eightfold AI engages with candidates from the moment of interest, screening, interviewing, and selecting top talent. Once hired, each employee's digital twin accelerates onboarding, amplifies productivity, and surfaces real-time insights from across the organization. With a unified platform for internal mobility and growth, CHROs can now lead a workforce that is engaged, adaptive, self-improving, and most importantly, productive. Our patented deep-learning and generative AI platform is available in more than 155 countries and 24 languages, enabling cutting-edge enterprises to transform their talent into a competitive advantage. For more information, visit www.eightfold.ai.