

## Cool Vendors in Talent Acquisition for Driving Speed and Quality in Hiring

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Recruiting leaders continue to find it challenging to effectively source, screen and assess frontline and nonfrontline talent. They should evaluate the vendors in this research to accelerate hiring success across all roles, ensuring faster, more accurate and candidate-centric hiring experiences.

### Overview

#### Key Findings

- By incorporating advanced skills-based screening solutions, organizations can streamline their screening process, effectively identify qualified candidates and expedite the hiring process for frontline positions to meet time-to-fill targets.
- Organizations continue to struggle to effectively assess candidates' skills and cultural fit due to the increasing role of (nonquantifiable) soft skills, subjective interpretations of assessment criteria that enhances bias in the evaluation process, and the difficulty in establishing consistent evaluation criteria across roles and locations.
- An intuitive candidate experience is vital for organizations hiring for frontline roles especially, as language barriers and limited access to traditional methods can impede completion rates and affect the overall applicant pool.

## Recommendations

- Evaluate and deploy new AI-enabled technologies that source candidates more widely and faster for frontline roles and offer previously unavailable insights on candidate fit.
- Assess opportunities to adopt simulation-based skills assessment technologies that can more accurately evaluate candidates' skills and cultural fit and even predict future success in the role.
- Adopt a user-centric approach to eliminate candidate friction points by making it mobile-friendly and leveraging data-driven insights to streamline candidate screening for enhanced efficiency and effectiveness.

## Analysis

This research does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

## What You Need to Know

As organizations compete to attract and hire talent, assessing candidates' skills and cultural fit can be a daunting task, particularly with the growing demand for new skills. When it comes to frontline hiring, the unique difficulties are further accentuated by limited traditional résumés and absence of online professional profiles, such as LinkedIn. This leads to potential mismatches in the candidates hired and costly turnover. Furthermore, speed in hiring frontline employees cannot be sacrificed, as vacancies can impact customer service and operational efficiency.

The current talent acquisition (TA) tech stack, although valuable, falls short in effectively identifying the best candidates due to its limited ability to capture nuanced skills, qualities and potential, resulting in a time-consuming and less effective hiring process. To address these challenges, recruiting leaders are accelerating their adoption of emerging and innovative technologies that minimize hiring friction, go beyond traditional keyword-based talent matching by incorporating AI-enabled matching and enhance their assessment process with improved data-driven fairness and inclusivity.

The 2022 Gartner Recruiting Innovations Survey identifies three trends that illustrate this shift:

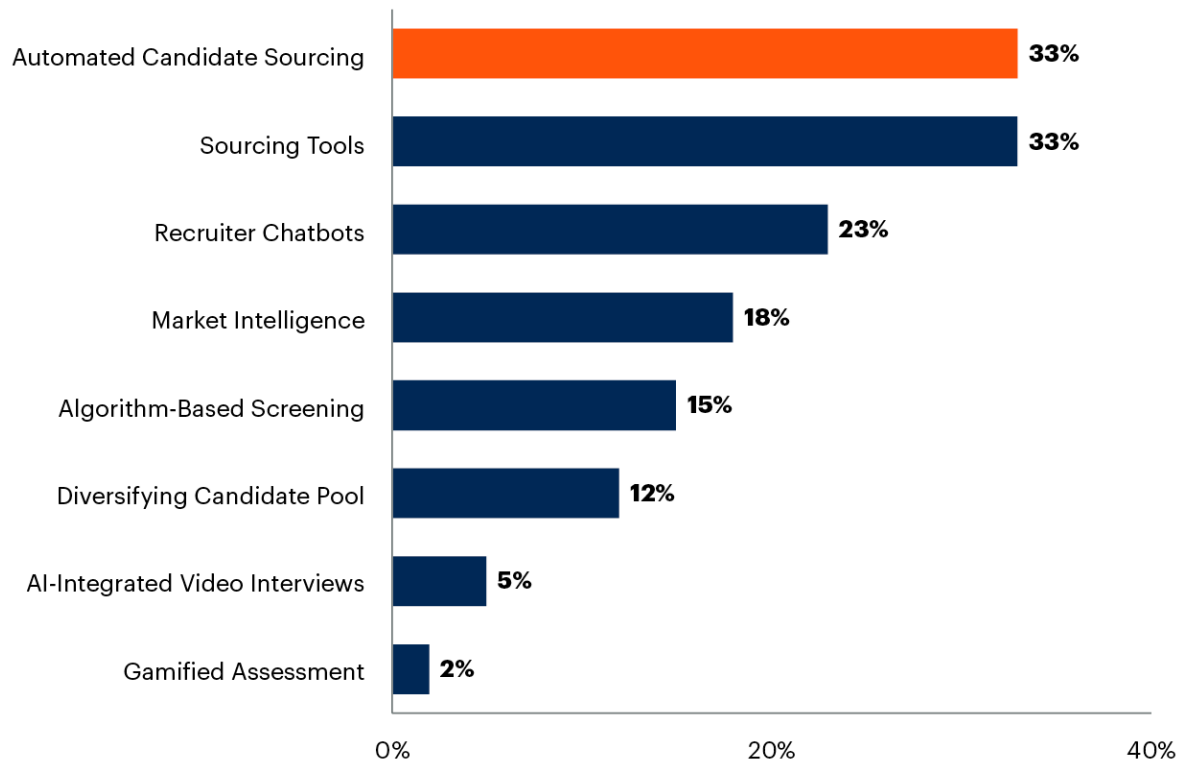
- Automated candidate sourcing was among the top use cases of AI application in the recruitment process cited by recruiting leaders (see Figure 1).
- Skills assessments are getting adopted more widely and embedded in organizations' hiring process (see Figure 2).
- The future importance of job simulations and interview intelligence is rising (see Figure 2).

While certain organizations prioritize the rapid recruitment of a large number of frontline workers — emphasizing speed in the hiring process — others place greater emphasis on efficiently identifying highly skilled knowledge workers. Whether selected by recruiting leaders to increase hiring efficiency, improve the quality of hire or enhance candidate experience, the vendors highlighted in this report offer innovative approaches to drive better hiring outcomes.

Figure 1: AI Candidate Experience Use Cases

**AI Candidate Experience Use Cases**

Percentage of Respondents Selecting Each Use Case



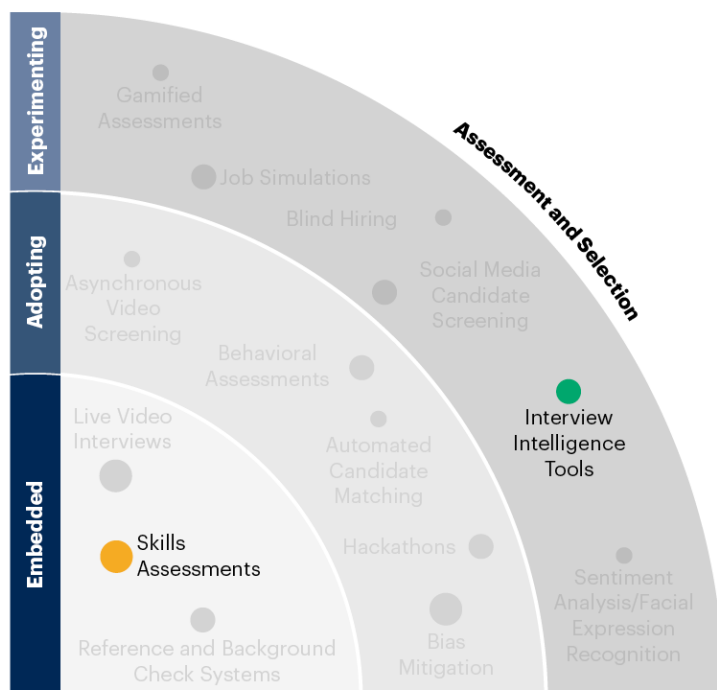
n = 60 recruiting leaders

Source: 2022 Gartner Recruiting Innovations Survey  
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Figure 2: Assessment and Selection

**Assessment and Selection**

Magnified View



n = 60 recruiting leaders

Source: 2022 Gartner Recruiting Innovations Survey

Note: Items are scored relative to one another in each section.

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**Assessment Factors****Adoption Level**

Degree of adoption is measured by the extent and nature of deployment across organizations. Experimenting adoption may be the result of early-stage experimentation or companies scaling back use.



Experimenting Adopting Embedded

**Current Impact**

Current level of impact is based on the value delivered to the recruiting process.



Low Medium High

**Future Importance**

Future importance is based on the projected level of importance to recruiting strategic and operational goals in the next two years.



Low Medium High

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**Findem**Redwood City, California, U.S. ([www.findem.ai/](http://www.findem.ai/))*Analysis by Jackie Watrous*

**Why Cool:** Findem is a TA platform that goes beyond skills to prioritize attributes that are vital for a strong organizational fit. This approach differentiates Findem from other sourcing and TA platforms by allowing organizations to find individuals who possess the desired attributes. These desired attributes or traits will differ by organization; some may look for individuals who project independence and are process-oriented, where other organizations may be seeking creative individuals who work collaboratively.

Findem also offers a range of capabilities, including candidate rediscovery and CRM functionalities to further manage and nurture the talent pipeline. Recruiters can assess the diversity breakdown of the pipeline, use filters for targeted messaging campaigns and drive deeper understanding of talent pipelines through visual dashboards.

Findem's funnel analytics provide useful insights such as whether someone in your organization knows someone in the pipeline, facilitating more connected interaction. The individual profiles provide transparency by highlighting the key words and data elements that led to the AI match; this allows for easy review throughout the hiring team. Furthermore, the platform seamlessly integrates with applicant tracking system (ATS) applications and other recruitment solutions, facilitating activities that occur later in the selection process.

**Challenges:** The recruitment technology market continues to go through massive growth, with new vendors coming on the scene constantly. Findem will need to have a crisp message regarding the depth and precision of its attribute-based search to convince clients to consider their solution over another AI-enabled sourcing application. Differentiators like market intelligence, diversity and intuitive funnel analytics can further its story, but Findem will need exposure.

**Who Should Care:** Findem has had early success in North America, but the data sources it leverages ready the company to be a strong solution for diverse, global hiring. Findem will best support organizations with professional roles, where candidates have an online, digital presence.

Findem's solution may be of interest to recruiting leaders who wish to:

- Elevate and expand their outbound sourcing capabilities while ensuring the talent in the pipeline has the right attributes to thrive in their work environment.
- Intelligently engage candidates throughout all internal and external channels to decrease time to fill and increase quality of hire.
- Seek next level, AI-driven capabilities in the form of market intelligence, pipeline analytics and comprehensive individual candidate profiles.

## Pillar

Indianapolis, Indiana, U.S. ( [www.pillar.hr/](http://www.pillar.hr/) )

*Analysis by Anand Chouksey*

**Why Cool:** Pillar is an interview intelligence and interviewer coaching application that supports the interviewer with interview preparation and candidate selection. This solution captures transcriptions of interviews and recordings and provides automated interview write-ups for candidate selection. Additionally, it guides the interviewer in real time with recommendations on questions and improvement opportunities. It is AI-enabled, provides insights to compare candidate skills and highlights essential attributes for the selection process.

Interview intelligence allows the hiring team to collaborate and share feedback allowing efficient hiring decisions. Interview transcriptions and recordings are available for review helping interviewers with recaps and supporting objective decision making during candidate selection. Candidate ranking, side-by-side candidate skills comparison and AI-generated interview snippets support an equitable data-driven selection process.

Interview coaching functionality guides interviewers in real time with role- and skill-specific questions. By taking comprehensive notes, the solution enables interviewers to maintain focus on the candidate during the assessment process. It provides coaching to interviewers for a better candidate experience and provides scores to the interviewer along with guidelines for improvement.

**Challenges:** This solution is a small part of the interview and selection process within the recruiting operations process. It makes the interview and selection process efficient and data-driven. However, it misses features such as interview scheduling, creating the need for further integrations with other interview scheduling and ATS applications. Pillar provides bidirectional integrations with the major ATS solutions; however, integrating it into an organization's existing tech stack may require careful coordination and efforts to ensure a cohesive user experience across various applications. The process related to reviewing the interview transcripts and videos will require consistent adoption for it to be effective.

**Who Should Care:** Pillar's solution will be of interest to recruiting leaders who wish to:

- Establish a streamlined, data-driven, intelligent interview process.
- Enhance the candidate and interviewer experience by providing tools for efficient interviewing.

- Introduce AI-enabled solutions to reduce the biases in hiring, improve quality of hire and increase candidate acceptance rates.

## Talk'n'Job

Heidelberg, Germany ( [www.talk-n-job.de/en](http://www.talk-n-job.de/en) )

*Analysis by Hiten Sheth and Rania Stewart*

**Why Cool:** Talk'n'Job offers an innovative voice-based job application tool accessible via phone. By enabling candidates to apply for jobs using voice response on their mobile phones, Talk'n'Job effectively reduces barriers and provides a convenient and seamless job application experience. This tool is particularly beneficial for entry-level and high-volume roles — and for candidates without résumés or an online presence — where the ease and accessibility of the application process can make a significant difference.

Its mobile compatibility and integration potential with ATS further enhance its appeal, offering an integrated application process.

Talk'n'Job streamlines the process of embedding job openings in social media and multiple job advertisement channels, empowering organizations to effortlessly tap into a broader candidate pool and provide a modern and accessible application experience that sets them apart from traditional methods.

**Challenges:** While small companies can independently use Talk'n'Job, larger organizations may need integration with their existing recruiting tech stack to seamlessly drive further stages of assessments and evaluations. Additionally, the lack of emphasis on the recruiter dashboard could pose a challenge in efficiently managing and evaluating candidate submissions, despite recruiters having back-end access to the job application data system.

**Who Should Care:** Talk'n'Job is particularly relevant for:

- Organizations with high-volume hiring needs who can benefit from Talk'n'Job's friction-free voice-based job application platform.
- Organizations hiring for roles with structured prescreening and disqualification criteria to ensure that only qualified candidates progress to subsequent stages of the hiring process.

- Organizations looking to appeal to young professionals with cool and easy application processes designed to align with their user habits and expectations.

## Vervoe

Melbourne, Australia ( <https://vervoe.com/> )

*Analysis by Emi Chiba*

**Why Cool:** Vervoe is a highly configurable skills assessment vendor focused on providing task-based job previews and simulations that use AI to score, benchmark and rank candidates. Vervoe offers a scalable way of verifying candidate skills within the context of the actual job and is differentiated by its approach to cheating and plagiarism. Unlike other assessment vendors Vervoe does not offer video proctored tests or monitor whether a candidate opens another tab outside of the assessment window.

Vervoe reasons that task-based simulations require candidates to demonstrate skills beyond stand-alone text-based questions.

Moreover, asking ChatGPT or Google a question is common in normal workflow and, therefore, shouldn't be banned as long as the final answer isn't a plagiarized response that closely resembles another candidate's. Common anti-cheating capabilities include detecting instances of plagiarism in candidate responses, disabling the text copy function, making it harder to use other resources to quickly find an answer, randomization of questions and multiple choice answers, timed assessments, and geolocation. Vervoe also provides native integrations with many ATS/CRM platforms, which should easily allow organizations to integrate it into their workflow.

**Challenges:** As organizations increasingly rely on AI-driven assessment tools, they must regularly monitor and mitigate any adverse impact caused by bias. Vervoe's AI is trained by having customers manually grade a sample of assessments to ensure relevancy to their organization. However, given the heightened scrutiny surrounding the use of AI in recruiting, organizations may still bear the responsibility of assessing and explaining the impact of its use in their organizations. While Vervoe offers integration channels with many ATS/CRM platforms, delivering a consistent user experience will require thoughtful integration into an organization's recruiting tech stack.

**Who Should Care:** Organizations interested in skills-based recruiting for the following populations may be interested in Vervoe:

- High-volume
- Retail
- Sales and Marketing
- Healthcare
- Tech
- Customer service
- Graduate hiring
- Remote workers

## Acronym Key and Glossary Terms

TA	Talent Acquisition
HCM	Human Capital Management
CRM	Candidate Relationship Management
ATS	Applicant Tracking System

## Evidence

The 2022 Gartner Recruiting Innovations Survey was conducted to collect information on organizations' efforts around how recruiting leaders are currently adapting to meet the mounting or ever-changing pressures of a competitive and volatile labor market, fast-changing skills needs and changing candidate expectations. The research was conducted online from 30 August 2022 through 4 October 2022 among 60 recruiting executives from various geographies and industries.

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## Recommended by the Authors

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[2023 Recruiting Innovations Bullseye Report](#)

[4 Critical Steps to Take Before Implementing Recruiting Technology](#)

[Top 3 Recruiting Technology Macro Trends for 2023](#)

[3 Steps to Maintaining an Evergreen Recruitment Technology Strategy](#)

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