



The Ultimate Guide to Talent Intelligence Platforms



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Understanding Talent Intelligence

A tight labor market, signs of [economic volatility](#), and a persistent skills shortage mean employers must now get creative to hire and retain top talent. As HR moves from a transactional function to a more strategic role in business, data is the biggest ally for talent leaders globally. In light of the [sweeping impacts of the Great Resignation](#), combined with the expansion of the hybrid workplace, how can employers revive their talent strategies to meet business goals?

Enter talent intelligence.

As the labor landscape continues to evolve, talent intelligence, understanding the skills, expertise, and capabilities of people, is more essential than ever for informing your organization's talent strategies.

Talent intelligence helps talent acquisition (TA) and HR leaders make better, data-driven decisions on hiring, people development, workforce planning, and more. Yet, organizations struggle to get a clear picture of the capabilities of the people in and outside of their company. To remain competitive and resilient, businesses need an approach to talent intelligence that delivers value at every step of the talent lifecycle.

In this e-book, we examine how businesses can make more objective decisions rooted in data, how they can go about gathering this data, and how to develop a talent intelligence tech stack.

What is talent intelligence?

Talent intelligence is the process of collecting, analyzing, and operationalizing data on your internal talent data, your talent pool, and your competitors' talent pools.

Talent intelligence empowers leaders to make more data-driven decisions around hiring and retaining talent. Unlike people or workforce analytics, talent intelligence is laser-focused on providing competitive insights into the talent marketplace.

It is critical data that leads employers to make talent decisions linked closely to business impact.

So, how can business and talent leaders use this data to inform their talent strategy?



How do you use talent intelligence?

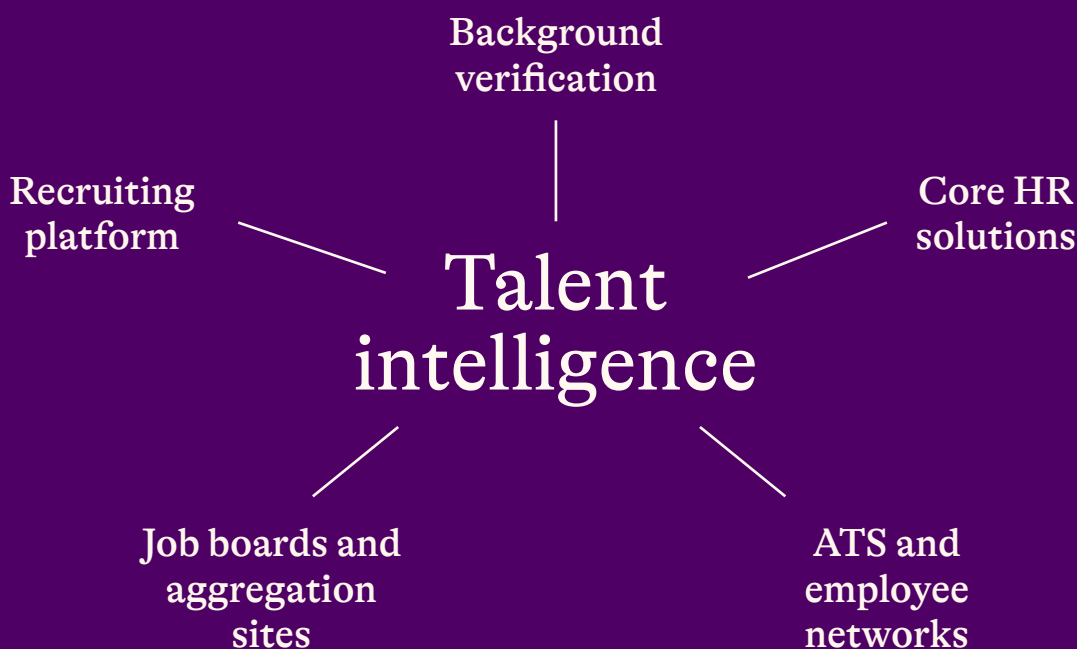
Talent intelligence helps recruiters and talent acquisition leaders answer questions like:

- What roles are high-demand within the organization and at similar/competitor companies?
- What makes candidates choose or reject potential employers?
- What pay range and benefits are being offered for similar roles in the market?
- What role expectations do similar companies have from candidates?
- How are similar organizations approaching culture, social justice, equity, and other intangible benefits?
- What are the role-specific and organization-wide benchmarks for metrics such as time to fill, cost per hire, turnover rates, and time to productivity?
- What recruiting channels are best suited for each type of role in the industry? Where do the best candidates come from?
- Why do employees quit?
- What retention methods are the most effective in the industry?
- What sort of opportunities do employees look for after separation?

In addition to these questions, talent intelligence also provides powerful insights on wider organizational goals like diversity, equity, inclusion, and belonging (DEIB) initiatives, environmental, social, and governance (ESG) efforts, and climate change.

What data sources feed into talent intelligence?

By unlocking the full potential of talent intelligence platforms, TA leaders can diagnose and address talent issues that require accurate and real-time data. This way, they can get ahead of the curve to predict future talent needs and make strategic decisions.



Data from your recruiting platform:

Candidates' first interaction with potential employers is typically captured across recruitment solutions. [AI-assisted talent acquisition solutions](#) go one step further to analyze recruitment data captured through:

- Candidate profiles on professional and social networks
- Resumes
- Interview data
- Offer acceptance
- Past interactions

Background verification data:

[Background verification reports](#) also offer rich data on candidates and their past employers. This is ideal for role-specific insights into past pay, responsibilities, and job expectations.

Data from core HR solutions:

Core HR solutions or HCM platforms can be easily integrated with talent intelligence platforms and offer in-depth insights on an organization's internal talent.

Some of the key touchpoints for data include:

- Payroll information
- Date of last promotion
- Time in role/organization
- Performance metrics and impact
- Exits and qualitative data around exit interviews
- Absenteeism

Data from job boards and aggregation sites:

Talent intelligence platforms can also tap into industry-relevant job boards and aggregator sites like Glassdoor to help TA professionals establish benchmarks on:

- Salary ranges
- Job responsibilities
- Number of openings/role
- Competitor reviews
- Job descriptions

In addition to quantifiable data, [purpose-built platforms for DEIB](#) can also offer information on the type of candidates who typically apply for specific roles. Organizations can use this data to fine-tune their messaging and craft more inclusive job descriptions to build a more diverse candidate pipeline.

Data from your ATS and employee networks:

Talent intelligence platforms can tap into applicant tracking systems (ATS) and employee networks to gather data around diverse candidates who already have a connection to the organization. This data can then be leveraged to expand the sourcing funnel and create more opportunities to diversify the talent pool.

Leveraging talent intelligence to become a strategic talent advisor

Given the current state of the labor market, it is not uncommon for TA leaders to be asked how they will source developers or engineers from a local market that's already exhausted. Or how to fix attrition when salaries are at an all-time high.

Solutions like SeekOut take the guesswork out of answering such questions. They provide insights based on thousands of data points captured throughout the candidate and employee journey that inform TA leaders' decisions and recommendations for meeting critical business goals.

How talent intelligence fuels strategic decision making in HR

By unlocking the full potential of talent intelligence platforms, TA leaders can diagnose and address talent issues that require accurate and real-time data. This way, they can get ahead of the curve to predict future talent needs and make strategic decisions.



Gather richer insights from AI-powered intelligent search

Traditional sourcing relies heavily on job titles and keywords — limiting the scope of profiles that match. For instance, a search term such as “Java Developer” will miss candidates who do not have the exact same keyword in their resume. It can also turn up bad matches where the keywords exist, but the candidate doesn’t have the required skills or aptitude for the role.

Capabilities like AI talent matching go beyond keyword and job titles to offer a more holistic view of candidates’ skills and experience. This is because AI has a much wider “understanding” of the search context.

A crucial advantage of AI-based intelligent search is that it flips the traditional talent sourcing model on its head. Instead of encouraging candidates to comply with ATS-targeted keyword optimization, it promotes a candidate-driven job marketplace where job-seekers feel empowered to show their authentic selves to recruiters.



The Result: The quality of recruiter-candidate interactions improve significantly, leading to shorter times to fill and more hires per post.



Supercharge candidate rediscovery

Intelligent filters in talent platforms like those available in GEM, JobVite, and iCIMS enable recruiters to re-engage with candidates who applied in the past. A major pitfall of traditional sourcing platforms is that past resumes and silver medalist candidates are often overlooked. Over the years, organizations amass thousands of resumes but they get lost once a role is filled. When the position opens up again in the future, recruiters start the process all over again. Traditional platforms just aren't designed to reassess past applicants. But talent intelligence platforms "learn" to discover qualified candidates from the pool of past applicants.

With AI, modern talent platforms can not only surface relevant candidates who applied for a role in the past, but also provide their most updated profile to recruiters.



The Result: A shorter hiring cycle and improved candidate experience.



Provide a bird's eye view of internal talent

Smart talent platforms can also help recruiters and HR leaders optimize existing talent within the organization. They can help identify high performers and at-risk employees to enable HR teams to promote, reward, recognize, and retain people who have an outsized impact on the business.

CHROs and talent leaders can further analyze this data to understand why employees may want to quit or the drivers of high-performance to mitigate attrition and build on growth.

In addition to tactical intervention, internal talent data also informs more strategic decisions:

- Are underrepresented employees being provided enough opportunities to grow?
- Is the executive team diverse enough?
- Is the organization supporting employees' individual ambitions and needs?

Talent intelligence provides a competitive advantage to organizations that use it to refine their hiring process. It brings the most passionate and qualified people to the organization in the shortest amount of time.



The Result: Talent intelligence helps to create a cultivated internal mobility process by giving employers rich insight into employee performance and satisfaction.

Now that we understand the what and how of talent intelligence, let's take a look at how you can go about investing in a talent intelligence platform.

Investing in a talent intelligence platform

While there is no wrong time to transform your talent acquisition and business, here are some situations that might call for richer talent insights:



Increasing turnover rates



Longer hiring times



Declining employee engagement and commitment



Higher cost of recruitment

These factors indicate that your traditional methods are quickly becoming obsolete and it's time to update them.

A data-driven approach with talent intelligence allows you to:

- Proactively source talent
- Stay ahead of the labor market trends
- Perform strategic workforce and succession planning
- Support internal talent mobility
- Overcome skills gap

Once you assess your business needs and plan to invest in a solution, consider the following features and questions.

Essential features in a talent intelligence solution

Talent intelligence solutions have skyrocketed in popularity. With so many options in the market, how do you decide which solution is the best for you?

System capabilities overview

- **Ease of implementation and integration**

Applicant Tracking Systems (ATS) and Candidate Relationship Management (CRM) platforms are core components of any talent intelligence solution. Data from these sources generate talent insights to achieve hiring and business goals.

Also, solutions that integrate with your existing tech stack are easy to implement and sustain.

- **Flexibility and scalability**

Your goals and needs change with time and it's not always possible to find a new solution to match them. Sustainable solutions are agile and suitable for quick change management over time, especially when you decide to scale up.

- **Reporting**

A comprehensive solution is essential to provide an overview of all talent data to drive data-driven decision making. In addition, having robust reporting helps you find relevant information in one place, instead of navigating multiple systems.

- **Accuracy and reliability**

Artificial Intelligence has significantly improved hiring, but it is important to assess for accuracy and reliability of the solution. Since the ultimate goal is to hire candidates who will stay on, it's crucial to ensure that your tech solutions are producing reliable results.

Questions to ask about system capabilities

- Does the solution support integration with existing ATS and CRM tools?
- Can you migrate data from existing systems?
- How does the implementation process work? Can you share a sample plan?
- What resources will be required from our team to complete implementation?
- What's the estimated timeframe for implementation?
- What type of customer support is available during and after implementation?
- How does your AI solution help augment human decision-making instead of automating decisions?
- How do software updates work for customers? Is your solution regularly updated with new features?
- Do the dashboards provide a 360 degree view of operational and business performance?
- Does the solution have built-in business friendly reports?
- Does it align with the cloud model, e.g. SaaS? If not, how are product changes deployed?
- Is the solution scalable? What does that look like in action?
- Is it possible to get insight into the competition?
- Does it support comparative and predictive analysis to ensure validity?



Talent management

A talent intelligence platform allows you to recruit qualified candidates and empower them throughout their employee lifecycle. Assess a potential solution for its ability to boost recruitment, perform strategic workforce planning and enable internal mobility for current employees. Here's what to ask:

Questions to ask about recruitment

- How does the system automate and enhance candidate engagement?
- How does it perform candidate profiling to match the right candidate to the right role?
- Does the system "clone" your best performers?
- How does it target candidates for hard to fill roles? Does it have advanced filters?

- Does the solution identify labor market trends?
- Does it provide insights about talent trends within the organization?
- What kind of reports does the solution generate?
- Can it perform talent mapping?

Questions to ask about strategic workforce planning

Questions to ask about internal talent mobility

- Does the solution provide an overview of current employees?
- Can it uncover patterns and gaps across organization?
- Does the solution match current candidates with relevant transfer and promotion opportunities?

Diversity hiring

Diversity continues to be a priority for organizations. While AI is 'technically' free from human bias, it requires active steps to ensure that it remains inclusive. You must ask service providers how they address bias:

Questions to ask about diversity

- How is the data sourced and stored?
- Do they use bias-reducing techniques i.e., removing identifiable information?
- Does the system evaluate candidates based on job-relevant information?
- Does it support sourcing for underrepresented candidates?
- Can it provide insights regarding diversity representation within the organization?



Security measures

Growing data privacy concerns have prompted the government and service providers alike to enforce security measures to protect data. Before you finalize your AI solution, ensure that it complies with and remains updated with the local data privacy laws.

An ethical service provider will readily answer these questions and will have established data management systems.

Some questions to consider:



Questions to ask about security

- How do they ensure data security?
- How do you protect the data obtained from potential candidates?
- Is your solution GDPR compliant? Or with the local and national legal standards?
- How do you handle a data breach/security attack?
- Can you share your privacy policy, security statement and service level agreements?
- Where and for how long is the data stored for your solution?
- Is your AI model transparent and validated?
- Do you perform adverse impact analysis to vet for bias and train data models?

Assessing business outcomes and return on investment (ROI)

The primary goal of using talent intelligence is to use talent insights to drive business outcomes. Asking about ROI will help you assess the efficacy of the solution.

Some questions you can ask:



Questions to ask about business outcomes and ROI

- Can you share case studies or success stories from other clients?
- How does this help reduce hiring costs?
- How does the solution help achieve talent acquisition targets i.e. decreased time to hire, sourcing technical candidates?
- How can the solution help us improve conversion rates?
- How can the solution ensure a better experience for both candidates and recruiting teams?
- Can you provide any data to demonstrate the positive impact of talent intelligence on business?

Make sure that you are doing your research. Yes, businesses are using insights from talent intelligence solutions to inform their talent acquisition, retention, and management strategies. But, it can be tricky to choose the right solution that meets your goals and needs.

Here's [a ranking on G2 to help navigate the course](#).



SeekOut is the talent platform for Enterprise Talent Optimization that companies use to quickly hire, grow, and retain talent while focusing on diversity, technical expertise, and other hard-to-find skillsets. SeekOut empowers great people and companies to grow together—with actionable insights at every step of your talent journey.

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