



Solution Provider Profile

Oleeo

August 2020



Company At-a-Glance	
Name of Product/Offered	Oleeo Recruiting Enablement Platform
Headquarters	New York, USA and London, UK
Year Founded	1995
Number of Employees	120
Geographic Coverage	Global, with main focus on North America and Europe
Top Customers	Bank of America, Morgan Stanley, Marks and Spencer, NBCUniversal, CohnReznick, Civil Service HR (UK), a leading online retailer and All Wales Police
Total Users (Cloud)	500,000-plus
Solution Name	Oleeo Recruiting Enablement Platform
Current Version	SaaS product with regular release schedule
Year Product Was Originally Launched	1995; Recruiting Enablement Platform packaging released in 2020
Website	www.oleeo.com



Oleeo Recruiting Enablement Solution Overview and Value Proposition

With automation and intelligence built-in end to end, the Oleeo Recruiting Enablement platform is an enterprise recruiting-technology solution that enables organizations to make great and diverse hires faster and more efficiently than ever before. The Oleeo Recruiting Enablement platform is designed to deliver:

- **Efficiency** — Recruiting teams are under an immense administrative burden, managing increasingly high volumes of candidates (with an average of 91 steps per candidate) while working to meet changing business needs in time. With Oleeo, organizations leverage intelligent automation and bulk-processing capabilities to source, select, engage and hire their workforce more efficiently — reducing their workload, while accelerating time-to-hire.
- **Effectiveness** — Even during an economic downturn, in-demand skills are in short supply and there is competition for top candidates. In addition to filling critical roles, recruiting must engage and nurture candidates for the future. With Oleeo, organizations can tailor recruiting workflows, use data to pinpoint and expedite top candidates and futureproof their talent pipeline — improving quality of hire.
- **Diversity and Inclusion** — D&I is a top concern of most recruiting leaders today, yet most lack insights into D&I on which to base recruiting strategies. With Oleeo, companies can gain deep analytic insights into their state of D&I and use Intelligent Selection and Intelligent Writing capabilities to hardwire D&I into their processes, creating inclusive candidate experiences and improving diversity.

Solution Components

The Oleeo Recruiting Enablement Platform includes the following products:

- **Oleeo Recruit** — A next-generation ATS, Oleeo Recruit streamlines sourcing, selecting and hiring, with data- and AI-driven automation, dynamic workflow and bulk-processing capabilities
- **Oleeo Engage** — Taking CRM to a new level, Oleeo Engage leverages data to enable intelligent, automated candidate engagement, from content shared with candidates in job portals to email campaigns sent to candidates.
- **Oleeo Events** — Whether a company's recruiting events are virtual or in-person, Oleeo Events makes event management easy, automating candidate registration, check-ins and profile creation, as well as dynamic pre-event and onsite candidate workflows.



- **Oleeo Insights** — Answering an organization’s most important recruiting questions, Oleeo Insights includes pre-built analytics dashboards that cover a range of topic areas, helping companies to go from “what” to “so what” to “now what?”

Intelligence and Automation Built-In

Oleeo’s vision is that the future of recruiting be data-driven and automated. Oleeo’s mission is to reduce the workload on recruiting, while enabling companies to make higher quality and more diverse hires. Analytics and the use of data and AI are embedded throughout the Oleeo Recruiting Enablement platform, allowing recruiting teams to:

- Tailor the candidate experience, automating tasks and workflows throughout the recruiting lifecycle, taking candidates down different recruiting workflows depending on their attributes and/or Machine Learning insights.
- Improve candidate engagement by automatically surfacing different content to different candidates at specific moments in the candidate journey, all based on data.
- Manage and optimize ad spend with automated, programmatic job-ad posting.
- Streamline candidate selection and reduce human bias, with automated scoring and recommendation candidates for selection based on a wide range of data and ML algorithms/prescriptive analytics.
- Attract more gender-diverse candidates by giving recruiters insights into gender bias in job posts, recommending alternative, gender-neutral words.
- Enable candidate interview self-scheduling and automate the management of interviews for Super Days/Assessment Centers or other high-volume interview events.
- Reduce workload and improve the candidate experience by automating complex offer and approval workflows, as well as tailored reference and background-check workflows.

Oleeo Results

Oleeo is used by more than 400 employers in over 145 countries, processing millions of candidates per year; 30% of Oleeo customers have 10,000 or more employees, with Oleeo’s largest customer having over 500,000 employees. A typical global deployment of Oleeo includes 30 countries.

Oleeo offers a unique level of automation, bulk processing and workflow configuration, which has consistently improved time to hire and cost to hire for Oleeo customers. For example:



Solution Provider Profile

Oleeo



- Leading European retailer Marks and Spencer was able to fill empty seasonal roles in three days — 26 days faster than before and 24 days faster than their competitor — while achieving a candidate satisfaction rate of 98%. With each seasonal employee estimated to generate £363 in revenue per day, this translated into £377 million in revenue earned (40,000 seasonal hires times £363 times 26 days). Additionally, by using Oleeo to automate steps, Marks and Spencers was able to save 10-minutes per candidate, which translated into £1.2 million in recruiting-resource savings.
- All Wales Police was able to reduce the time it took to go from posting job ads to candidates being ready for their test stage by an average of more than seven weeks. Across the multiple police forces under the one All Wales umbrella, there was at least a 70% reduction in costs of processing per application, with some forces reporting a reduction of more than 90%.
- Bank of America reduced its average time to hire for campus roles from eight weeks to four weeks with Oleeo.
- Morgan Stanley achieved recruiting cost savings of \$1.2 million per year with Oleeo.
- Nucleargraduates, which offers a two-year graduate program that lets students rotate within the nuclear industry, was able to reduce recruiting administrative costs by 80%, achieving an ROI of \$60 million. This equated to roughly \$3 saved for every 75 cents spent.
- A university was able to reduce recruiting costs of 25% by reducing their use of recruiting temps and not having to replace a recruiting team member when they left.
- An entertainment company was able to schedule more than 600 interviews during a two-day period, using Oleeo’s mobile app and interview scheduling automation capabilities.
- Oleeo includes capabilities that are proven to help companies achieve improvements in D&I in recruiting. These include capabilities such as job post debiasing, AI-driven intelligent selection of candidates, dynamic workflows tailored by candidate type, automatically sharing of specific content by candidate types at specific times in the recruiting process, and analytic insights into D&I in the recruiting pipeline and processes.
- At a leading investment firm, implementation of Oleeo led to an increase in female hires from 42% in 2014 to 49% in 2015.



- With Oleeo, a Fortune 500 bank increased diverse applicants — 28% more female applicants and between 32%-57% African American and Hispanic applicants.
- With Oleeo, a police force was able to reduce the dropout rate of female applicants (from the hiring process) by 40%.
- A leading online retailer is leveraging Oleeo’s AI-driven candidate scoring to manage adverse impact of ethnicity on selection and expects to achieve a 48% increase in diverse applicants progressing to interviews.

Screen Shots

Figure 1: Interview Self-scheduling Offered by Oleeo Recruit

The screenshot shows the Oleeo website interface. At the top, there is a navigation bar with the Oleeo logo and links for Events, Student Opportunities, Join a Community, Help Center, and John Main. Below the navigation bar, the main heading is "INVITATIONS". Underneath, a sub-heading reads "INTERVIEW 1" followed by "Virtual First Round Interview". A dropdown menu is open, showing a list of time slots for June 30, 2020, ranging from 09:00 am to 03:30 pm (EDT). A "BOOK SLOT" button is visible next to the dropdown. At the bottom of the screenshot, there is a "HELLO TO OLEEO" banner with a "PLAY VIDEO" button.



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Figure 2: Oleeo Recruit Leverages Machine Learning, Data to Recommend Selections

Displaying 100 of 16 results 0 Selected Filter results Application Access Summary Prev 1 Next

First Name	Last Name	Prescriptive Recommendation	CV / Résumé
Caroline	Adkins	★★★★★	nursing nw.docx ↓
Destiny	Blair	★★★★★	Resume_nurse18.docx ↓
Aaron	Black	★★★★★	Arron B.doc ↓
Jack	Hobson	★★★★★	JackH.pdf ↓
Tania	Nyan	★★★★★	Tania Nyan.pdf ↓
Marc	Double	★★★★★	CV.docx ↓
Eddie	Howe	★★★★★	Edward Resume CV.docx ↓
Claire	Goodwin	★★★★★	Claire.docx ↓
Gabriel	Harper	★★★★★	Resume_2018.docx ↓
Warren	Gatland	★★★★★	CV.docx ↓
Sean	Brien	★★★★★	CV.docx ↓
abby	Baker	★★★★★	Nurse 17.docx ↓
Kate	Reese	★★★★★	Kate.docx ↓
Jessica	Munoz	★★★★★	nursing nw.docx ↓
Seth	Newman	★★★★★	SN_resume.docx ↓
Sarah	Vincent	★★★★★	Sarah Resume.docx ↓



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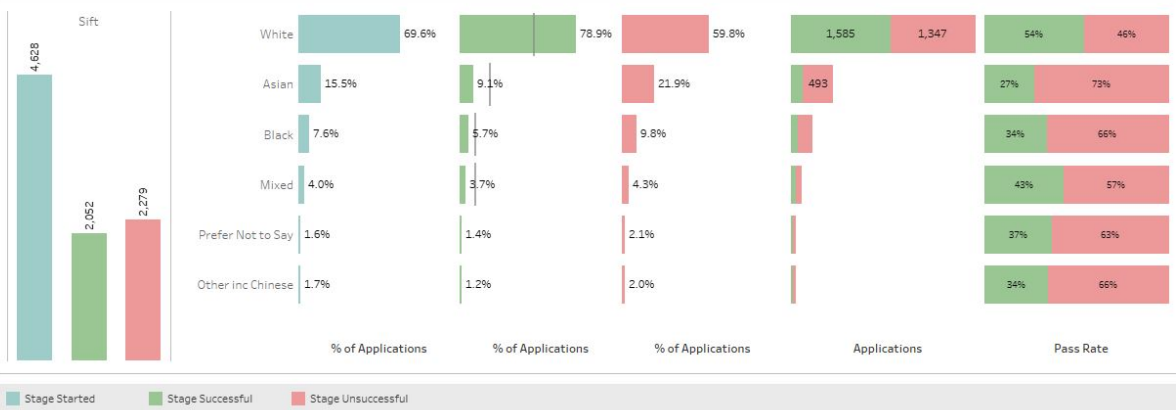
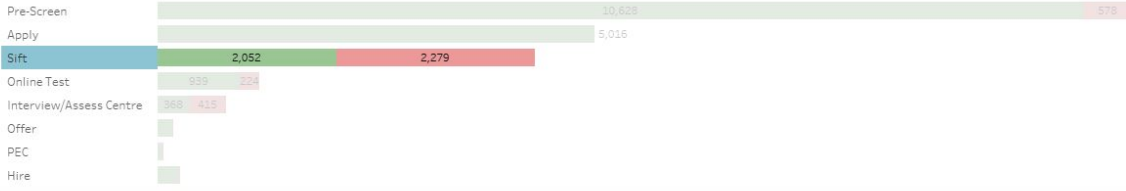
Figure 3: Oleo Insights: Diversity Module

Diversity by Application Stages

What is the current state of the recruiting pipeline?

Diversity:
 Application Date:
 Role Type:
 Grade:
 Vacancy:

Stage Completed by Stage Parts (Click on a stage below to see diversity - Ethnicity data)

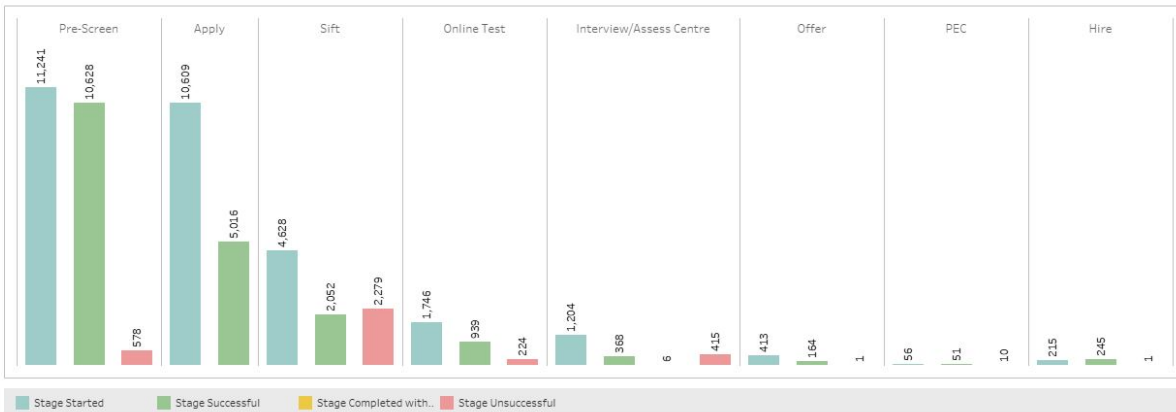
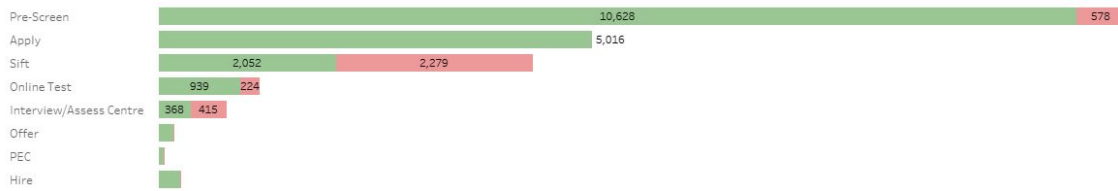


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Figure 4: Oleo Recruit — Intelligent Job Posting

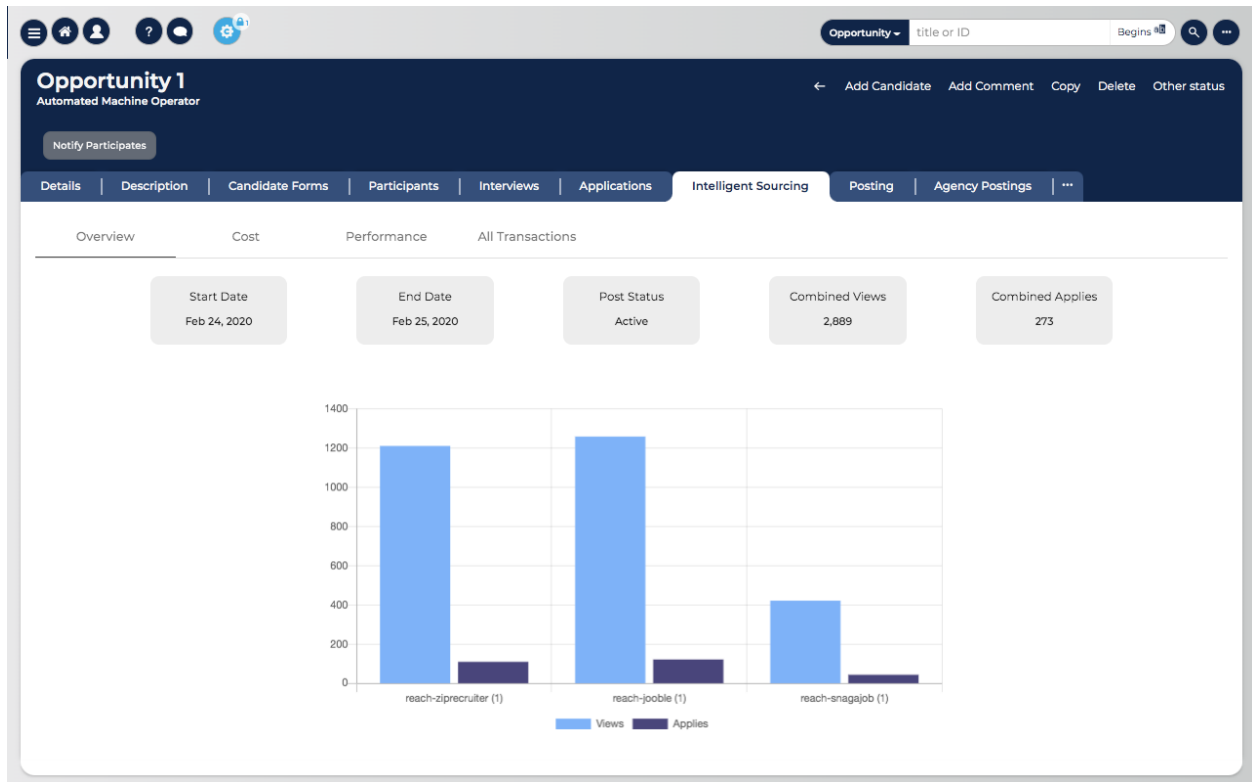
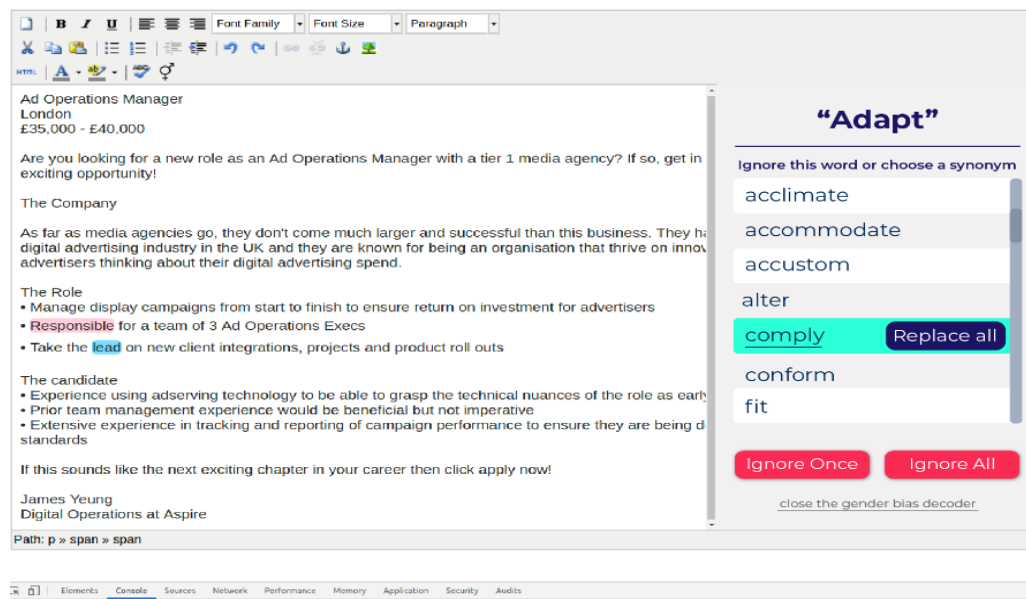




Figure 5: Oleoo Recruit — Intelligent Writing



All screen shots provided by Oleoo

Analysis by Brandon Hall Group

Situational Analysis

Organizations are faced with a lot of changing conditions in the job market. It’s not enough that there’s a massive labor shortage, or that there are historic lows in unemployment, there are also shifting age demographics, a rise of contingent workers, and more and more mobile and people working from home than ever before. With all of this in mind, companies are faced with some core interests:

- Getting a strong handle on cost/return when it comes to sourcing/recruiting/hiring technology.
- Making a clear analysis of current productivity so an accurate measure of time to full productivity can be determined.
- Time-to-fill and quality of hire metrics must be accurate, and the right tools, people and processes must be in place to support the improvement of those metrics.



Challenges to the Business

Without a clear handle on the current state of recruiting and hiring, many companies are struggling to see if efforts made either by themselves or a third party are having any effect. To that end, one of the most powerful tools a service provider can supply a client is a clear, accurate view of the current state of the hiring landscape and their current pipeline, allowing organizations to see that improvements made to their processes are having a positive effect.

Implications for the Business

Actions taken to address these challenges for the business have both positive and negative implications. On one hand, the negative implications can come from competitive pressures, but also from illegal or unethical hiring practices, all in the name of trying to do too much, too fast. The positives are not just avoiding risk, but also creating a better employee experience that starts from the moment they first hear of the organization in question, all the way through the recruitment, hiring and onboarding processes.

Questions to be answered by the Business

Organizations need to improve in three areas: the process in which they source, select and hire candidates, the culture and mindset of the recruitment and onboarding process, and the tools and technology that they use to make this happen.

The key questions for the business are:

- What are the best practices for more effective hiring processes?
- How do we refine the process of bringing on non-standard employees (contingent, part-time, contract, etc.)?
- How do we create an immersive candidate experience that strengthens our brand?

Oleeo as the Answer

Oleeo uses very specific language when talking about their product. They call their solution a recruiting enablement platform, a term inspired by the concept of sales enablement. By recruiting enablement, Oleeo means using automation and Machine Learning to help recruiters work more efficiently and effectively.

Oleeo is meeting a business need. They were already structured this way before the COVID epidemic; and had already identified the changing business needs of trying to get more done with less in terms of recruitment and making sure there was a direct ROI.



Solution Provider Profile

Oleeo



So, for Oleeo this means thinking of recruiters as being more client-facing, seeing hiring managers as your stakeholders, looking at the candidate lifecycle and having an ultimate focus on “How does this bring value to the organization as a whole?”

Oleeo does this by being extremely automated so that a large amount of recruitment work and processes can be done simultaneously. Secondly are the insights and the Machine Learning to predict steps and make quicker, more informed decisions. And third is in being able to get that instant ROI information and tie it into a larger picture of overall data.

Oleeo is a best-of-breed solution that includes ATS, CRM, Events Management, and Analytics/Insights products. It also works with other systems, such as HRIS, ERP, Job Aggregation, Video Interview, Background Check and Test/Assessments products.

We were very impressed with Oleeo’s knowledge of both modern, high-powered analytics and the ethics involved, their ability to contextualize data and their realization that data cannot solve everything. Oleeo understands success requires service at an extremely high level.

Oleeo also has diversity throughout their product — not just as a separate standalone — but rather built-in. D&I implementation is backed up by Brandon Hall Group’s research as a best practice to understanding the entire employee lifecycle and supporting the overall growth of the organization.

-Cliff Stevenson, Principal WM and Talent Acquisition Analyst, Brandon Hall Group
-Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group



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About Brandon Hall Group

With more than 10,000 clients globally and 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Some ways we can help ...



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PROFESSIONAL DEVELOPMENT

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recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's quarter of a century's experience in evaluating and selecting the best solution providers for leading organizations around the world.