Human Resource **Executive** **HR Technology** Conference & Exposition®

The 2019 Top HR Products offer innovative solutions for the challenges facing HR leaders.
BY *HRE* EDITORIAL STAFF

Moving HR Forward

Welcome, once again, to *Human Resource Executive®*'s Top HR Products contest. Our annual awards spotlight 10 of the most innovative new solutions on the market that are helping business leaders meet the ever-evolving HR needs of their organizations.

From speeding time-to-hire in the tight labor market to supporting enhanced employee engagement to deepening corporate commitment to diversity and inclusion, this year's winners offer forward-thinking approaches to solving today's most pressing HR challenges. Talent-acquisition tools are again well-represented, as are a number of solutions that incorporate artificial intelligence and many that are designed with a mobile-first approach.

We relied on a combination of staff reviews and comments from outside experts and analysts to narrow the list from the many entries we received to the 10 winners. Special thanks go to the following experts for sharing their insights on the 2019 entries: Gerry Crispin, founder of CareerXroads; Holger Mueller, vice president and principal analyst for Constellation Research; and Brian Sommer, president of TechVentive Inc.

As always, we encourage you to perform your own due diligence before making any investments.

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Talroo Insights™ dashboard
Talroo
talroo.com
What It Is: This web-based product monitors millions of job searches each day from thousands of job boards and websites in nine vertical markets, which include retail, healthcare, customer service and transportation. Four dashboard reports—account summary, campaign summary, job summary and competitive summary—provide valuable information for recruiters and hiring managers. For example, they show how many candidates have clicked on ads and identify traffic trends, such as the day and time people are interacting with each ad. The dashboard also reveals the geographic location of candidates, the average clicks for desktop or mobile devices, and the lowest- and highest-volume job titles, which could uncover ads that need more exposure.

Why We Like It: Among the dashboard's best features is its ability to help recruiters compare the success of their job ads to similar ones posted by competitors. Consider several competing hospitals that each post a job ad for a nurse manager. The dashboard identifies which ad is most popular based on the number of clicks, which can give recruiters insight into why their job ad is stronger or weaker than others. For instance, one ad may feature a different title or use specific words or phrases, while another mentions desired benefits like flexible scheduling. This information can help HR create a stronger ad that attracts top talent. The dashboard also provides a list of the top 25 performing companies for specific jobs in local areas.

INSIGHTS™ Dashboard

Vault
Vault Platform
vaultplatform.com
What It Is: This phone app typically targets employers with more than 1,000 employees. It helps workers record, report and retrieve incidents related to misconduct in the workplace, ranging from bullying and fraud to sexual harassment. After logging on, employees identify their complaint and answer a series of questions to create a detailed record of the event. They provide the date, time and place of the incident; a description; details about who was involved; its impact on them; and if they told anyone about it. They can also upload evidence, such as emails. Employees can submit the complaint anonymously, directly to HR or as "Go Together," where the complaint sits locally on the employee's phone until another employee submits a complaint about the same person. Once two complaints are received, the system then submits both to HR. Employees are able to check on the status and outcome of their complaint. Managers also have access to a dashboard that reveals the types of complaints submitted by their staff and the HR professional handling them.

Why We Like It: The system analyzes data to help HR identify hot spots. For instance, maybe reports about bullying are coming from just one office in San Francisco or perhaps more sexual-harassment reports are collectively recorded in June and July than during the rest of the year. These data can help HR identify what's triggering such problems and develop or tailor training programs accordingly. HR can also add notes during each step of the complaint process, while the system maintains a full audit trail of HR's actions.
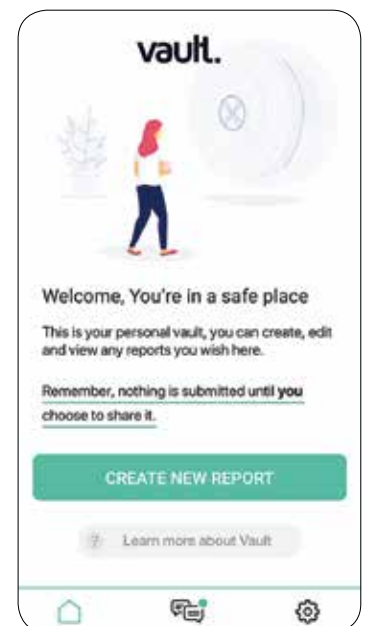
HR Technology

Amplify VMS
SparcStart
sparcstart.com/amplify
What It Is: Amplify is a one-stop shop for recruitment videos. As video gains traction in the recruiting space, Amplify aims to help organizations streamline processes for creating, sharing, distributing and cataloguing videos. It is the only solution of its kind that allows clients to both upload existing content and create their own on the platform—and is also the only that does not rely on an app. Unlike YouTube hosting—where videos can be sidetracked by advertising and other obstacles—Amplify hosts the content, which can be pushed through the creation, approval and distribution processes in just minutes.

Why We Like It: Simple and quick are hallmarks of this product. When a job req is created, a manager inputs a vision for the video and pushes it to a recruiter via an email link. With just a few clicks, recruiters use a personal recording device to craft recruitment videos that they input directly into the system. The videos do not save on the user's computer or phone—cutting down on disparate processes and privacy concerns. The system enables assigning supervisors to approve or decline the content—which can be a prime opportunity to work with recruiters on brand education—and, if approved, the video can be pushed directly to linked social-media accounts or generated into a link for email distribution. Without needing much technical prowess or time investment, recruiters can kickstart the hiring process, all while conveying a truer taste of the organization's culture than may be available in a written job summary. Additionally, content—both created in the system and inputted from other locations—is searchable and taggable on the back end, which can be a treasure trove for organizations looking to delve more deeply into video recruiting.

Olivia Hire for Retail & Restaurant
Paradox
paradox.ai/hire-retail-and-restaurant
What It Is: Olivia Hire facilitates each step of the hiring process for busy restaurant and retail hiring managers, eliminating recruiter involvement or lengthy times-to-fill. Entirely mobile-enabled, the product uses chatbot "Olivia" to bridge the gap between candidates and hiring managers. On the candidate side, she determines eligibility in early screening and can be utilized throughout the hiring and onboarding processes. On the employer side, hiring managers are urged to think of Olivia as a personal assistant, setting up a pool of candidates and storing all the information they need to make a quality hiring decision right from the palm of their hand.

Why We Like It: Hiring managers in high-volume restaurant and retail settings—which may also have high turnover rates—need to prioritize speed and efficiency, where Olivia shines. Once the employer pre-populates job requirements into the system, the manager simply has to toggle the job on or off to open up applications on the employer and career sites. The product is voice-enabled, so, while on the floor of the shop or restaurant, a manager could ask Olivia which jobs are open—and she is designed to prompt the manager about making changes to the position. She offers similar convenience for candidates—available both on the web and through text—using conversational language to make eligibility determinations based on job requirements. She taps into the manager's calendar to auto-schedule interviews, offers applicants nudges for next steps and can answer questions about the position and process. Olivia can be utilized to eliminate burdensome administrative tasks, such as sending offer letters and onboarding documents, feeding into the overarching goal of ensuring both candidates and hiring managers are up to speed and using their time effectively.
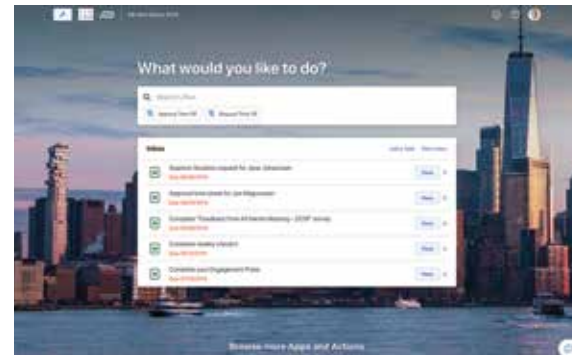
Next Gen HCM
ADP
adp.com
What It Is: Next Gen HCM is ADP's new human capital management platform that's designed to accommodate the team-based structure of many of today's organizations. Managers can use the system to keep track of people with whom they have a "dotted-line" reporting relationship—for example, they can see who is or isn't available for a project due to vacations or other commitments. Next Gen is also intended to make it easier for organizations to manage relationships with non-traditional workers, such as independent contractors. Users can pick and choose which functionality to add to the platform from third-party apps, including those available on ADP Marketplace. The product's "low-code development" is intended to make it easier for users to configure the system to their organizations' particular needs without enlisting coders.

Why We Like It: ADP has invested some serious time and money in this product, and it appears to have paid off. Built from the ground up to reflect the way today's modern organizations operate, Next Gen HCM is a cloud-native platform that offers a seamless way for managers to interact with, monitor and motivate the people on whom they depend. The system's AI and predictive-analytics capabilities can help ensure organizations aren't caught off guard by events such as spikes in overtime or abnormal turnover. Its conversational mobile interface not only makes it easy for users to stay connected but also enhances the likelihood they'll use it regularly. We were particularly impressed with the product's low-code development platform, which enables clients to make changes simply by moving objects on a screen. If anyone has doubts that ADP has moved well beyond just payroll, Next Gen HCM should quickly dispel them.

## Montage Intelligent Recruiting Assistant (Mira)
Montage
engage.montagetalent.com/mira
What It Is: Montage Intelligent Recruiting Assistant, or Mira, offers a suite of recruiting tools that aim to enable faster, more efficient processes, such as on-demand text interviewing, automated self-scheduling and "Unbiased Candidate Review," which masks candidates' identities during on-demand video interviews to help ensure that decisions are made based solely on the content of their responses. It uses a chatbot for on-demand text interviews, in which candidates can answer qualifying questions without a recruiter needing to be present.

Why We Like It: If your recruiting function is feeling overstretched and under-resourced, Montage's Mira may be worth your time. It offers clients the choices and configurability that many recruiting teams cry out for. The self-scheduling function eliminates the potential hassle that can lengthen time-to-fill rates, while its text-based interviewing capability can greatly improve convenience and accessibility. Hiring managers choose whether to conduct interviews via chatbot, phone, text or in person. And, last but not least, its candidate-masking feature makes it easier for companies to provide the bias-free selection process that job seekers deserve. By combining these capabilities into one easy-to-use platform, Montage has created a product worthy of serious consideration.
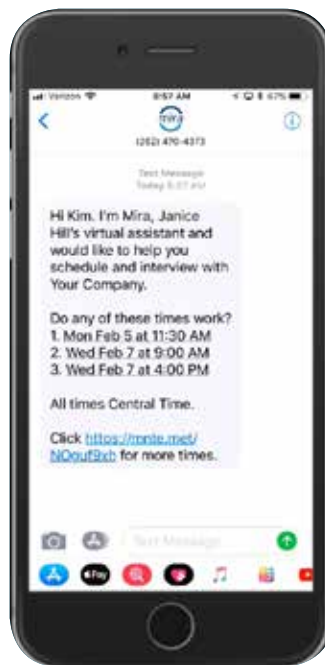
SHL Verify Interactive
SHL
shl.com/en/assessments/cognitive-ability/shl-verify-interactive/
What It Is: SHL Verify Interactive is a cognitive-ability assessment suite designed for the small screen on mobile devices.
The tests measure general mental ability, deductive reasoning (drawing conclusions from partial information) and inductive reasoning (drawing inferences from, and understanding relationships among, various concepts). Candidates work on real-world tasks, such as reading business-related statements and determining which of the listed options cannot be true or must be true, interpreting charts and graphs, and reconciling cash-register totals. It uses multi-point scoring (partial credit for responses), which reduces testing time. The tests include 30 items in 36 minutes and generate separate scores for each ability. While these tests can be administered on any platform, all parts of each question fit on a single mobile-phone screen, eliminating the need to scroll or remember information across multiple pages, eliminating the common disadvantage of mobile test-taking.
Why We Like It: By providing a mobile-friendly series of tests, this product can enhance candidate diversity, since those with mobile-only access may also be less affluent than other applicants. Likewise, the tests are provided in English, German, French, Dutch, Italian and Simplified Chinese. Other companies' mobile-optimized tests often feature non-business-related puzzles. While they may yield accurate results, the gamification aspect may lead candidates to misunderstand their importance. Plus, the shorter time SHL tests take compared to others can reduce candidate drop-off.

Virtual Reality Inclusion Experience
DDI
ddiworld.com/vr
What It Is: Virtual Reality Inclusion Experience provides an immersive, virtual-reality exploration of what it feels like to be undervalued because of insensitivity to diversity. HR leaders are well aware of the business benefits of diversity, but many, especially those in the "in group," lack the emotional experience of being undervalued—and, thus, have problems empathizing with those who have. Using VR headsets, users interact with virtual characters in scenarios that give them the experience of having their opinions and ideas ignored, undervalued or even derided. Immediately after the VR experience, users join together to discuss their feelings about the session, using questions and discussion topics suggested by DDI. After the initial training, HR leaders can repeat the VR experience before engaging in potentially difficult conversations focused on diversity.
Why We Like It: While VR experiences are not often designed to make users feel marginalized, this one really leans into situational discomfort. Strapping on the Oculus VR goggles reinforces the feeling that the user is actually "living" in the experience and, therefore, can feel freer to experience the emotions associated with being a member of an undervalued group in a business setting. We especially appreciate how nuanced, negative expressions and gestures (such as eye rolls, sighs and head shakes) from the actors in the simulation can clearly be seen and felt by the user. It's truly an uncomfortable immersive experience—for all the right reasons.

AllyO Sourcing
AllyO
allyo.com
What It Is: AllyO Sourcing, part of the overall AllyO Recruitment Automation product suite, is a scalable, omni-channel candidate-engagement platform that primarily uses artificial intelligence to reach and attract large numbers of job candidates with minimal resources and time. It does this through an automated scan that connects workflows, talent-pool campaigns and live, one-on-one texting conversations—all fully integrated into an organization's applicant-tracking system.
Why We Like It: Welcome to the emerging world of AI-driven candidate sourcing. Most employers know about wasted time and resources as they struggle to reach the best job candidates—especially when they are looking to hire on a larger scale. Watching AllyO Sourcing in action, you can see how it automates the job-candidate process by scanning and parsing applications, reaching out via text and web chat to screen them into a job requisition, and, finally, immediately adding them into the employer's ATS. Bottom line, AllyO claims its sourcing platform can improve the "capture and apply" process by two to six times through its "conversational job matching" across all sources of inbound and outbound talent acquisition. It's available around the clock in multiple languages across multiple channels, including web, text and email. It also allows candidates to continue the application conversation seamlessly on different channels (career pages, job boards, text applications, post-application, internal mobility and referrals), a critical feature in today's multi-device, mobile world.
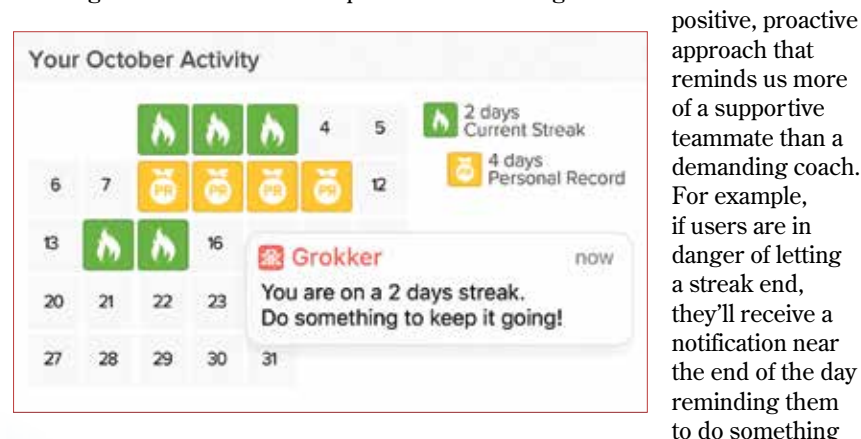
Streaks
Grokker
grokker.com
What It Is: Streaks, part of Grokker's on-demand wellbeing solution, is a first-of-its-kind corporate engagement and inspiration feature that uses a combination of daily rewards and digital reminders to keep employees on a path to positive change. Available on desktops and as an app for mobile devices, it uses an Encourage, Track and Reward model that lets users see their healthy behaviors mapped out over time. It captures multi-day streaks and personal records on a user's Achievement Calendar and profile. It also credits user activity across fitness, mindfulness, nutrition and more (including Apple and Fitbit platforms). The app also awards milestone badges (it just introduced a 100-day badge) and "kudos" to inspire users to stick to resolutions and to stay active.
Why We Like It: Making a meaningful lifestyle change—no matter how beneficial the results may be—can seem like a big disruption. But Grokker Streaks takes a positive, proactive approach that reminds us more of a supportive teammate than a demanding coach. For example, if users are in danger of letting a streak end, they'll receive a notification near the end of the day reminding them to do something to keep it active. Reinforcing continued behaviors seems like a great way to pave the path to wellness, and this product delivers.

Send questions or comments about this story to hreletters@lrp.com.