

## Market Insight Report Reprint

# Ceipal addresses market need, opens new competitive vector with automation bundle

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by **Conner Forrest**

The talent acquisition platform provider recently announced a new bundle offering that brings together its automation and AI capabilities in one packaged license for staffing firms. Ceipal's all-in-one approach aims to address the growing use of workflow automation in HR.

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## Introduction

Ceipal offers an intelligent talent acquisition platform focused on both traditional talent acquisition and staffing opportunities. As we have written previously, the company is focused on bridging the gap between hiring full-time and contingent workers while providing workforce management and business intelligence tools. In March, Ceipal announced its Advanced Automation Package — a bundle of its various AI and automation capabilities in a single offering with the goal of automating key processes across the entire talent acquisition life cycle.

### THE TAKE

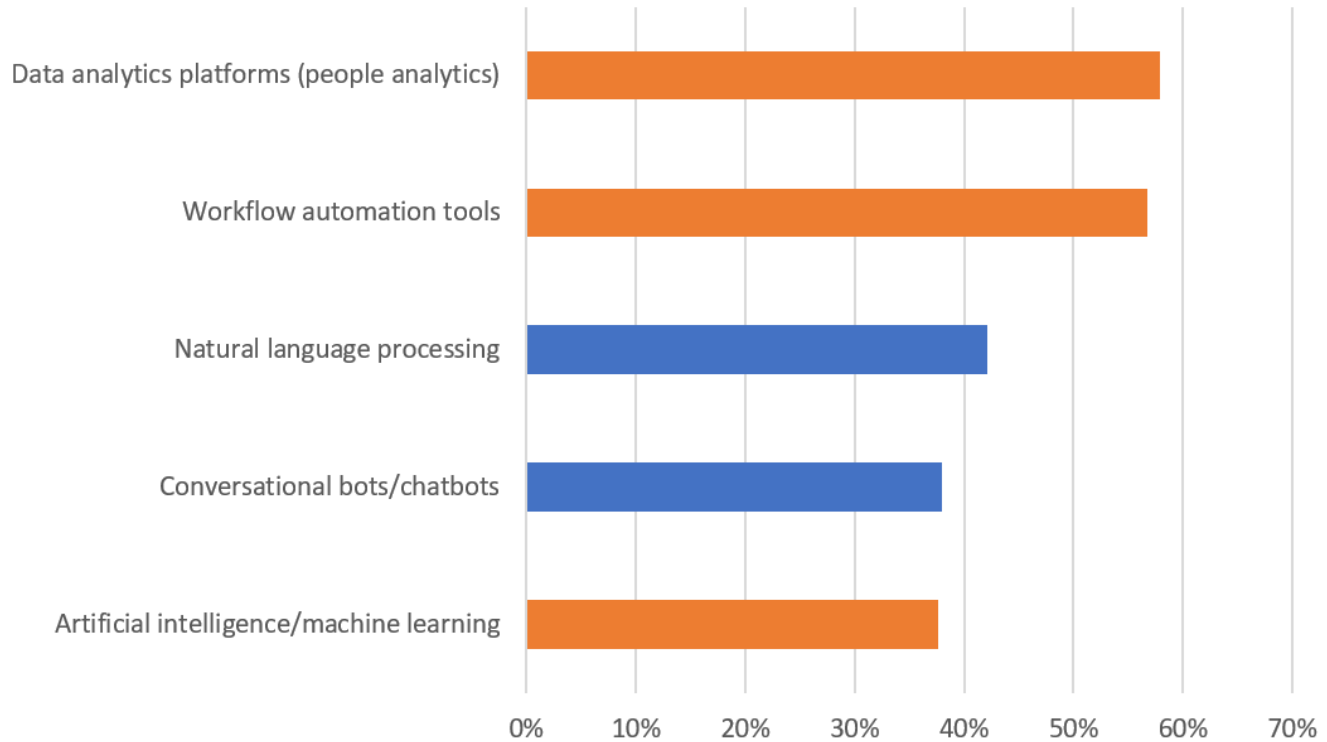
The launch of its new automation bundle gives Ceipal a marketable product package that highlights the key technologies in use by HR today — people analytics, workflow automation and general AI/machine learning — while addressing a top challenge faced by managers in candidate recruitment (speed), as noted in our Voice of the Enterprise: Workforce Productivity & Collaboration: Employee Lifecycle and HR 2022 survey. While the product is geared toward staffing firms, which make up the majority of Ceipal's customer base, we believe there is a future in the company augmenting the product package to cross the aisle in support of Ceipal's traditional HR customers and their full-time hiring and workforce management initiatives. If that were to happen, Ceipal could be brought more directly into the competitive vectors of vendors such as Paradox and Arya, among others. As we have entered 2023, and face potential economic headwinds, we have seen the prioritization of talent retention and internal mobility begin to outpace that of talent recruitment and hiring. As such, we believe it will be pertinent for Ceipal to lead with its reporting capabilities for retention/attrition measurement, and eventually fold its automation and AI capabilities more heavily into internal recruitment as well.

## Details

Ceipal launched its Advanced Automation Package in early March, with licenses being reserved for staffing firms with at least five recruiters but no more than 10. If a firm meets the minimum threshold of five licenses, they will pay \$48 per user, per month for the bundle. Key features include automated email and WhatsApp sourcing for candidate engagement, streamlined and paperless hiring and onboarding, communications reminders throughout the candidate lifecycle, and managed resume harvesting, as well as automated I-9 and workforce authorizations and renewals. For firms working with candidates on an H-1B visa in the US, for example, Ceipal can automate elements of the renewals, including reminders to make sure documents are up to date. There are also reminders to fill out time sheets for invoicing, a key part of revenue generation for staffing.

Beyond workflow automation, the package has custom reporting capabilities that can be automatically generated. Customers can measure time to fill open roles, job board usage reports for performance versus spending and a client scorecard that compares their staffing strategy and performance against their competitors. Of course, a variety of other reports can be generated as well. AI-enabled candidate matching and ranking features, leveraging a taxonomy-based matching algorithm, are also included in the bundle. A certain number of credits come standard for SMS recruiting, mass emails, proactive email cleanup and auto-populating job parsing. The automation bundle offers Ceipal a single license that it can market as a set of tools for extending the potential productivity of a recruiter or deepening the insights one could have on their staffing strategy. And it does this while highlighting the top technologies in use by HR departments today, so there will be some familiarity with the feature set.

### Technologies in use by HR departments



Q. Which of the following technologies does your HR department use, if any? Please select all that apply.

Base: All HR respondents (n=266).

Source: 451 Research's Voice of the Enterprise: Workforce Productivity & Collaboration: Employee Lifecycle and HR 2022.

Beyond this, automation is typically associated with speed and efficiency, which is something that managers in the Employee Lifecycle & HR survey mentioned was an area for improvement needed when evaluating candidates. When asked what challenges they face when evaluating candidates, the second-highest response (33%) listed was that “the process is too slow.”

While this new offering from Ceipal will address core needs in the market, potential economic headwinds are shifting the focus of talent strategies. When asked about top organizational priorities for 2023, respondents to the 451 Research Macroeconomic Outlook, Business Trends, 2023 Outlook survey listed employee retention in the top spot at 40%, with employee hiring and wages in the third-highest position with 34%. If Ceipal can lead with its reporting capabilities for retention/attrition measurement in marketing narratives, and eventually fold its automation and AI capabilities more heavily into internal recruitment, it could be even better positioned to address both of the core talent needs of the immediate future in recruitment and retention.

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