

# 2021 Baker's Dozen Customer Satisfaction Ratings: **TALENT MANAGEMENT TECHNOLOGY**

By The Editors

*HRO Today's Baker's Dozen Customer Satisfaction Ratings are based solely on feedback from buyers of the rated services; the ratings are not based on the opinion of the HRO Today staff. We collect feedback annually through an online survey, which we distribute both directly to buyers through our own mailing lists and indirectly by sending service providers the link to send to their clients.*

Once collected, response data are loaded into the HRO Today database for analysis to score each provider that has a statistically significant sample. In order to determine an overall ranking, we analyze results across three subcategories: breadth of features, deal size, and quality of service. Using a predetermined algorithm that weighs questions and categories based on importance, we calculate scores in all three subcategories as well as

an overall score. The Baker's Dozen Customer Satisfaction Ratings are based on those scores. The numbers presented in the tables represent those calculated scores; we include them to demonstrate the relative differences among the ranked service providers.

The only influence that HRO Today has on the outcome of this survey is that HRO Today will discard incomplete surveys or surveys outside the normal distribution. This includes surveys that are too perfect as to be possible or so negative that they are spiteful and not accurate feedback. Otherwise, HRO Today has no impact on the survey outcome. While we do not claim that our methodology is the only viable ratings program available, we do vouch for its statistical validity. We hope the Baker's Dozen Customer Satisfaction Ratings provides you some insight into your next RFP process.

## 1. Hireology Inc.

**Website:** [www.hireology.com](http://www.hireology.com)

Hireology's candidate relationship management (CRM) platform empowers multi-location, decentralized enterprises and independently-owned businesses to build their best teams with confidence. Hireology equips HR and business leaders with the skills and technology needed to manage the full employee lifecycle in one seamless platform.

**Services:**

- Recruitment marketing
- Candidate engagement
- Applicant tracking system (ATS)
- Hiring analytics
- Employee management

## 2. GR8 People Inc.

**Website:** [www.gr8people.com](http://www.gr8people.com)

GR8 People provides an enterprise talent platform professionals need to recruit worldwide. It's the enterprise platform that delivers unmatched value to recruiting teams by bringing CRM, recruitment marketing, hiring, and onboarding together; connecting entire talent ecosystems to significantly improve productivity, empower the free flow of information, and drive better talent decisions faster.

**Services:**

- Enterprise, one-experience talent platform
- CRM
- Recruitment marketing
- ATS and onboarding
- Recruiting robotics

## 3. BrightMove Inc.

**Website:** [www.brightmove.com](http://www.brightmove.com)

BrightMove pioneered ATS in 2005 and is now a global innovation leader in the hiring technology and recruiting software industry. Headquartered in St. Augustine Beach, Fla., BrightMove provides a cloud-based platform for RPO, staffing, and human resource teams around the world.

**Services:**

- ATS
- Award-winning customer support
- Unrivaled uptime and availability
- Modern and responsive user interface
- Built to scale

## 4. KPMG

**Website:** [advisory.kpmg.us/insights/future-hr/future-hr-enabling-technology.html](http://advisory.kpmg.us/insights/future-hr/future-hr-enabling-technology.html)

KPMG works with businesses to become future-ready. Its specialists help develop a smart digital strategy—one that will position organizations to be agile, relevant, and resilient.

**Services**

- HR technology strategy, selection, and implementation
- HR technology-enabled transformation activation
- HR analytics strategy and modernization
- HR automation strategy and modernization

## 5. Cornerstone OnDemand (formerly Saba)

**Website:** [www.cornerstoneondemand.com/](http://www.cornerstoneondemand.com/)

Cornerstone OnDemand helps organizations to recruit, train, and manage their people, impacting every aspect of the employee experience. Uniting two pioneers in the industry provides access to more local and global talent and technology expertise to support organizations of all sizes, anywhere in the world.

**Services:**

- Talent management
- Learning management
- Performance management
- Recruiting
- Talent analytics

## 6. Workday Inc.

**Website:** [www.workday.com](http://www.workday.com)

Workday's platform allows organizations to find candidates, bring them on board, and provide them with the tools to succeed. With workforce planning, recruiting, talent management, and learning in one system that works across all devices, organizations gain complete visibility into their global workforce.

**Services:**

- Talent management
- Recruiting
- Human resources management

## 7. CareerBuilder LLC

**Website:** [hiring.careerbuilder.com](http://hiring.careerbuilder.com)

CareerBuilder is a global technology company that provides end-to-end talent acquisition solutions to help employers find, hire, and onboard great talent, and helps job seekers build new skills and progressive careers as the modern world of work changes.

**Services**

- Job advertising and promotion
- Talent sourcing and pipelining
- Application tracking and management
- Employment screening

## 8. iCIMS Inc.

**Website:** <https://www.icims.com/>

iCIMS is the leading recruitment software provider for employers to attract, engage, and hire great people. Established in 2000, iCIMS supports 4,000 customers hiring 4 million people each year and is the largest software provider dedicated to talent acquisition.

**Services:**

- ATS
- Onboarding
- Global recruiting
- Reporting and analytics

## 9. SAP Successfactors

**Website:** <https://www.successfactors.com>

SAP Successfactors' cloud-based software provides a comprehensive, guided solution to help recruiters and hiring managers source, engage, nurture, and hire the world's best talent.

**Services:**

- Global talent sourcing
- Embedded CRM
- Self-service, responsive career sites
- Comprehensive applicant management
- Global partner network

## Overall Leaders

Provider	Overall Score
1. Hireology Inc.	394.73
2. GR8 People Inc.	363.04
3. BrightMove Inc.	347.71
4. KPMG	316.21
5. Cornerstone OnDemand (formerly Saba)	277.11
6. Workday Inc.	276.48
7. CareerBuilder LLC	264.31
8. iCIMS Inc.	264.20
9. SAP SuccessFactors	160.34

## Breadth of Features Leaders

Provider	Breadth of Features
1. Workday Inc.	11.00
2. Cornerstone OnDemand (formerly Saba)	7.40
3. BrightMove Inc.	7.33
4. Hireology Inc.	7.32
5. GR8 People Inc.	7.30
6. CareerBuilder LLC	7.08
7. KPMG	6.60
8. iCIMS Inc.	6.50
9. SAP SuccessFactors	5.00

## Size of Deal Leaders

Provider	Size of Deal
1. Workday Inc.	8.00
2. KPMG	7.00
3. iCIMS Inc.	4.50
4. CareerBuilder LLC	4.23
5. GR8 People Inc.	4.10
6. Cornerstone OnDemand (formerly Saba)	4.09
7. Hireology Inc.	3.12
8. BrightMove Inc	2.78
9. SAP SuccessFactors	2.00

## Quality of Service Leaders

Provider	Quality of Service
1. Hireology Inc.	181.00
2. BrightMove Inc.	177.11
3. GR8 People Inc.	165.60
4. Workday Inc.	153.00
5. iCIMS Inc.	150.50
6. KPMG	142.90
7. Cornerstone OnDemand (formerly Saba)	142.60
8. CareerBuilder LLC	122.62
9. SAP SuccessFactors	74.00