Solution Provider Review

dotin Inc.

May 2021

Company Background

Company At-a-Glance	
Headquarters	San Jose, California
Year Founded	2014
Market Focus	Enterprise organizations with high-volume hiring
Number of Customers	Confidential
Top Key Clients	Financial Services (Royal Bank of Canada, Tata AIA, TVS Credits) Recruiting Agencies (CareerNet, Ceipal) Franchisees (Yum Brands, McDonalds, Tim Hortons, A&W) Fortune 50 Companies (Tata Consulting Services, Capgemini, NetOne Systems, Learn@ Forbes, Tata Group, Fujitsu) Government Agencies (911 Operators, California State University)
Key Industry Verticals	Financial Services, Government, High-Turnover Industries, including Food Service and Hospitality
Website	http://dotin.us

dotin Inc., through its patented intelligent SaaS-based AI platform, helps enterprises in sourcing, screening, upskilling and engaging talent in real-time and without asking any questions. The platform also allows you to audit the diversity of your candidate pool to enhance organizational inclusiveness and equity.

Product Overview

dotin Inc. helps enterprises in sourcing, screening, upskilling and engaging talent in real-time. Tangible benefits: instant enhancement to inclusion and diversity, cutting down your talent acquisition cost up to 90%, providing instant upskilling recommendations per talent, increase the diversity at scale, significantly reducing attrition by an average of 23%, and significantly increasing productivity by 2.5 times.

The unique experience applies AI and machine learning models on data collected from the resume, and a one-minute test predicts and extracts 175+ attributes for talent in real-time to align their technical skills, non-technical skills (cultural skills), and team alignment per role. Tagged as the *Most Ethical and Unbiased AI Platform* by PwC, the machine learning models are built using HR industry standards like ONET, Hollands Occupational Insights, and Gardner's Learning Style. The data extracted are GDPR, CCPA, and FERPA compliant. For recruiters and hiring managers, dotin has 480+ million qualified passive candidates who can be aligned to any job in one click of a button. You can even identify if the talent is comfortable "Working From Home (WFH)" using the data available.

The platform includes COVID-19 specific outcomes to enable higher workforce productivity, upskilling, and retention. With the COVID-19 workplace changes, the patented SaaS platform helps enterprise employers identify talent (employees or candidates) who may struggle working from home, providing insights to enhance productivity and retention without asking a single question. Also, Learn@Forbes adapted the AI service into an AI counselor called "Forbes Smart Advisor" that identifies courses a learner needs to take based on their skill gaps (technical and soft skills) per role. The same counseling module can be integrated with any learning and development platform. This AI module is taking upskilling and customized learning to a new degree of personalization.

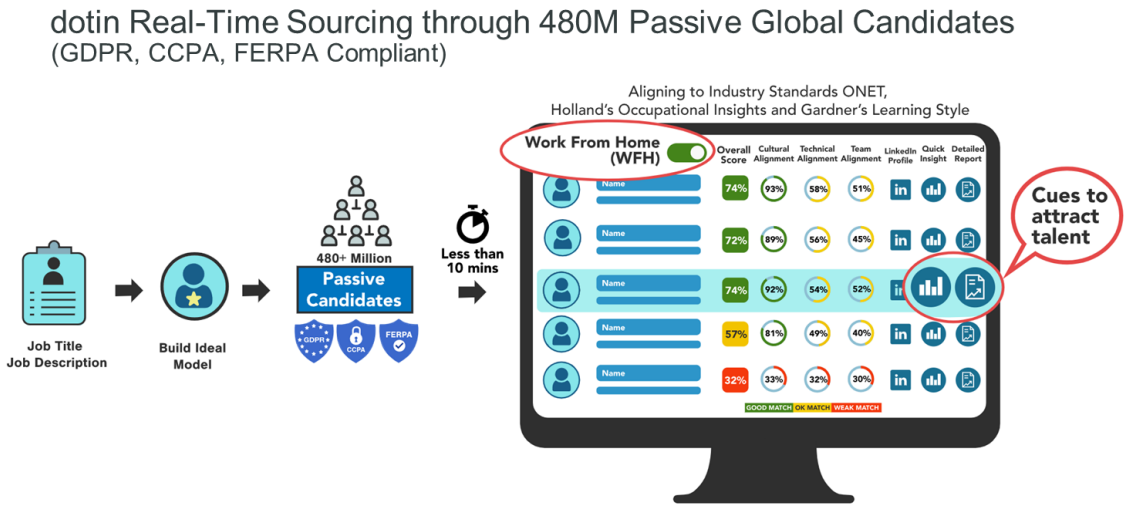
dotin Inclusion and Diversity can help identify the gender and ethnicity gap within an organization in a simple and non-intrusive way, providing a structured plan to implement at scale in an ethical and unbiased fashion.

dotin Inc. has received multiple HR Tech awards and also has been through accelerators like Salesforce Accelerate, Plug and Play (the US and Canada), PwC Gov Scale (UK), BRIIA (US), TechCode (a part of Alibaba) and Columbia University Capstone Initiative (prestigious program backed by the US government) helping to hone the produce and making it scalable.

Case Studies:

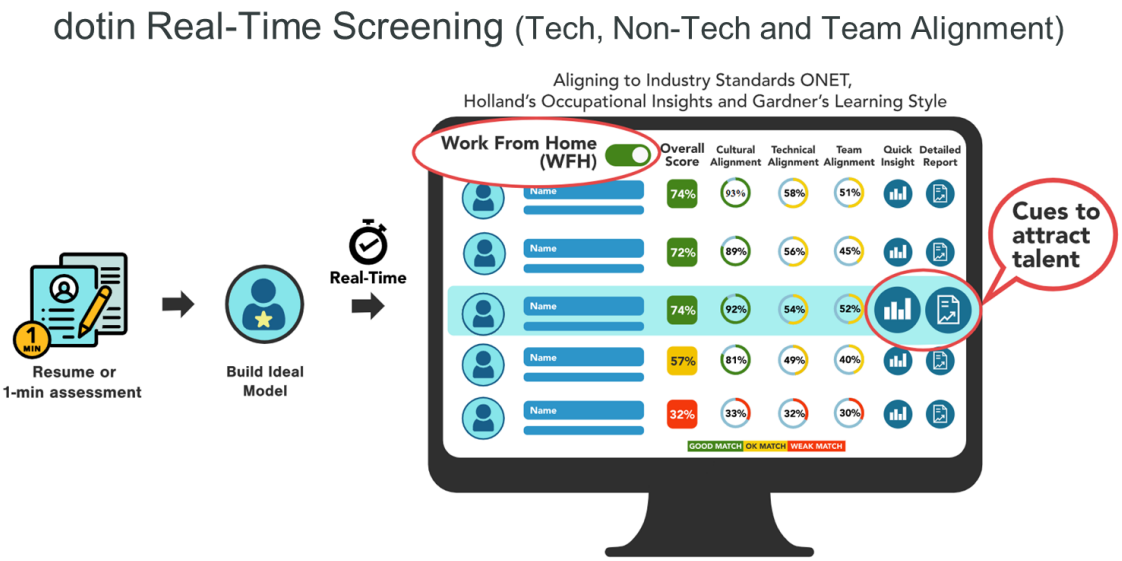
- Indotronix/Ceipal - 10x Reduction in Cost Per Resume Acquisition, 95% More contacts than LinkedIn Recruiter, 60% Enhanced Operational Effectiveness for Hiring.
- San Jose State University - Increase engagement by 10% in just three months.
- TVS Credit - Identify the next rising star and improve engagement.
- Tata Consulting Services - Increase sales quota by 2.5x
- Intrideo - Reduce turnover by 80%.
- Royal Bank of Canada Ventures - The candidates gave 4 out of 5 stars and found the assessment experience frictionless, magical, and accurate.

Figure 1: dotin's Real-Time Sourcing Capability



Resume, Contacts (Email, Phone), Technical Alignment, Non-Technical Alignment, Team Alignment, Verified LinkedIN Profile, Work From Home (WFH) Filter, Workplace Values Filter, Incentives and Communication Recommendations per profile.

Figure 2: dotin's Real-Time Screening (Unbiased and Skill-Based)

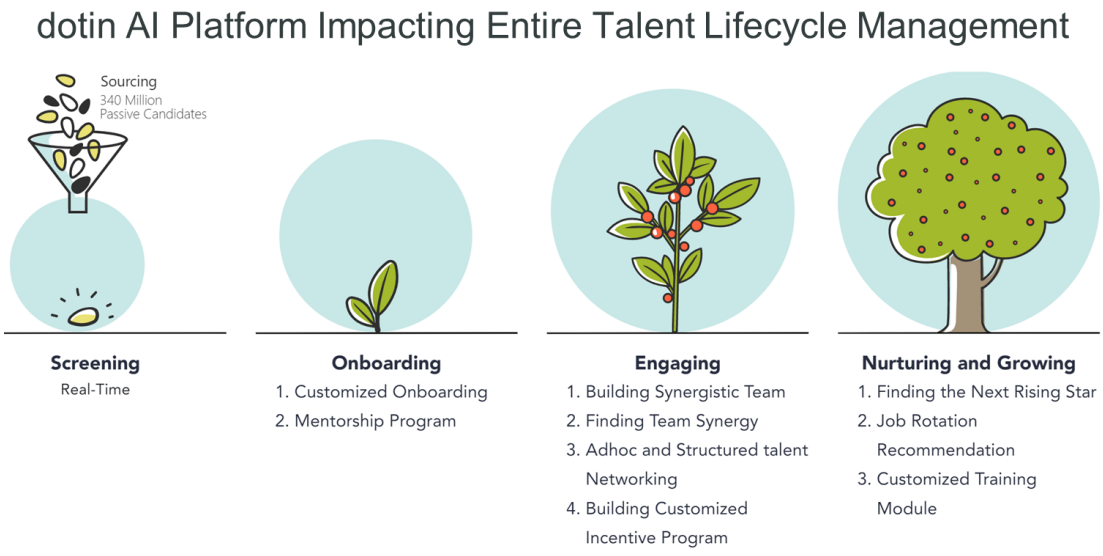


Key Highlights and Unique Capabilities

1. **Sourcing:** Instantly Find Qualified Candidates through 480 Million Global Passive Candidates that are GDPR, CCPA and FERPA compliant. Get an automated list of qualified candidates who are a match per role in under 10 minutes. Enter the title and job description and let AI do the rest, returning a list of highly qualified passive candidates that are aligned to the skills gaps and culture of your organization.
2. **Screening:** Screen Applicants Without Bias, aligning to industry standards like ONET. Measure your existing applicants against your ideal job description. Enter your job description to quickly compare all applicant resumes and instantly see each candidate's alignment (technical and non-technical) with your organization.
3. **Inclusion and Diversity:** Inclusion and Diversity AI engine can help identify the gender and ethnicity gaps within an organization in a simple and non-intrusive way.
4. **Talent Lifecycle Enablement:** Upskill, Engage and Enable Workers throughout the talent lifecycle with skill insights, career opportunities, and more. Identify the optimal team fit to boost performance and results.

Figure 3: Supporting Career Pathing and Mobility with Unbiased Data

Figure 4: dotin Impacts Across the Talent Lifecycle



Analyst Insights

In our latest research, we saw assessments and screening tools come up over and over again as tools employers are leveraging to solve a variety of problems:

- Hiring in an inclusive and equitable manner, ensuring all candidates receive a fair opportunity
- Screening candidates in a virtual, low-touch recruiting environment
- Removing bias from traditional resume screening processes

That's why I was intrigued to see what dotin was doing in the market. As someone who has seen quite a few assessment solutions, I thought I knew what to expect, and I was still pleasantly surprised by what the dotin team has developed.

Based on rigorous science and a relentless focus on candidate experience, dotin's screening tools allow a candidate to complete a unique, validated assessment in less than a minute. Yes, you read that correctly.

I'll admit that I was skeptical at first, but after reviewing the validation studies, I'm an even bigger believer in what the team has built. Take the sourcing piece for example. We know that as far as selection methods go, assessments are better than interviews or other common evaluation methods (everything from someone's college GPA to the last job they held). The system combs hundreds of millions of resumes to present a handful of candidates with the right capabilities for your jobs, and it does so in an unbiased manner.

The screening tools are similar to what you expect from an assessment—they give you a set of candidates that will be a fit without bias, but dotin's approach lets you filter candidates with one click to determine if they are a fit for working remotely/virtually.

With more than half of employers in our research showing they plan to hire more remote workers this year, that's a powerful and timely feature the market has been missing.

On top of that, the company has adapted the assessment to be used for internal mobility purposes as well. With forward-thinking employers increasingly prioritizing internal mobility for the workforce, this tool gives them an opportunity to see where someone might fit best as well as where their hard and human (soft) skills and strengths lie. It's more than just listing a handful of career paths—it's a map and compass for which route may be best.

The numbers speak for themselves: faster and more diverse hiring, reduced cost of screening time, and the holy grail of hiring quality: greater performance and retention. For sales roles, the data show clear connections to performance and increased revenue.

If your organization needs a tool to help with screening candidates because you can't take a chance on the wrong hire, take a look at what dotin has built.

Ben Eubanks
Chief Research Officer

About Lighthouse Research & Advisory

Lighthouse Research & Advisory is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

Ben Eubanks is the Chief Research Officer at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, Artificial Intelligence for HR, was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of We're Only Human, a podcast focused on the intersection of people, technology, and the workplace.

He hosts HR Tech Talks, a livestream show on LinkedIn and YouTube featuring a variety of vendors from across the HR technology industry. In addition, he founded and operates upstartHR.com, a community serving HR leaders that has reached more than one million readers since its inception.