



## Solution Provider Profile

### JazzHR

June 2021



Company At-a-Glance	
<b>Name of Product/Offered</b>	JazzHR
<b>Headquarters</b>	Pittsburgh, PA
<b>Year Founded</b>	2009
<b>Number of Employees</b>	94
<b>Revenue</b>	\$14,737,144 (2020)
<b>Geographic Coverage</b>	Focused on North America; supports customers worldwide
<b>Top Customers</b>	TED Conferences LLC, Seattle Seahawks, L'Occitane En Provence, Speck Products, Pure Barre, Fantastic Sams, Chick-fil-A, Massaro Construction Group, Signal 88 Security and Comfort Keepers
<b>Total Users (Cloud)</b>	200,000+
<b>Solution Name</b>	JazzHR
<b>Current Version</b>	Web-based SaaS
<b>Date Version Was Released</b>	Daily releases
<b>Year Product Was Originally Launched</b>	2009
<b>Website</b>	<a href="http://www.jazzhr.com">www.jazzhr.com</a>



## JazzHR Solution Overview and Value Proposition

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JazzHR is powerful, user-friendly and affordable recruiting software, purpose-built to help small and mid-sized businesses find and hire the right talent fast. Its best-in-class solution fits seamlessly within a company's HR tech stack to replace manual, time-consuming hiring tasks with intuitive tools and automation, empowering customers to:

- Increase recruiting efficiency
- Reduce time to hire
- Boost quality of hire
- Reduce cost per hire

From sourcing through onboarding, JazzHR's suite of applicant tracking tools streamlines each stage of the recruiting process. Core features and functionalities include:

- Job posting and distribution to 20-plus free and premium boards
- Automated screening technology
- Customizable workflows with automated triggers
- Interview self-scheduling
- Candidate texting
- White-label capabilities
- Multi-account management via Accounts Portal

### Target Market

JazzHR is purpose-built to serve small to mid-size businesses (5-500 employees) with recurring hiring needs across all industries and all levels of recruiting maturity. Its users range in both their recruiting software experience and HR knowledge.

While JazzHR serves businesses across all industries, it has significant customer volume in:

- Healthcare
- Manufacturing
- Professional and Business Services
- Education
- Retail
- Banking, Finance and Insurance
- Transportation and Logistics



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JazzHR also has had particular success in certain market segments such as:

- Franchises
- PEOs and RPOs

### Market Differentiators

In an increasingly dense talent acquisition technology landscape, JazzHR stands out by:

- Remaining laser-focused on the unique needs of SMBs. JazzHR provides customers with a robust feature set at an accessible, cost-effective price.
- Complementing JazzHR's best-in-class value with ease-of-use and world-class customer service, as demonstrated by its 98% retention rate and 26% year-over-year revenue growth amid the pandemic.
- Enabling businesses to build custom HR tech stacks. Its partner ecosystem is made up of 300-plus industry-leading technology/service providers. All of these solutions are easily paired with JazzHR for a seamless experience.

### Robust Feature Set

From sourcing and screening to interviewing and onboarding, JazzHR arms businesses with the tools they need to compete for top talent against larger organizations. JazzHR sets the standard for scalable, SMB-focused recruiting technology with best-in-class features and functionalities, including:

- One-click job posting to 20-plus free and premium boards
- Automated Knockout Questions for more informed screening
- Customizable Workflows with automated triggers
- Candidate Self-Scheduling
- Candidate Texting
- Offers and eSignatures
- Integrations with video interviewing providers

### Ease of Use

Unlike larger organizations, SMBs are often forced to manage their recruiting strategies with minimal resources while juggling other responsibilities. Without the luxury of dedicated staff, it's critical for these users to have a reliable, intuitive solution that enables quick adoption. JazzHR's user-friendly interface allows teams of all levels to get up and running the same day. This usability is reflected best in reviews from real users:



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- Dan Cady, the Director of Talent Acquisition at Solis Mammography, was able to reduce his organization’s annual recruiting costs by 90% and boost their candidate volume by nearly 500% thanks to JazzHR’s intuitive design. “The system is very intuitive — very easy to use. The cost is fantastic,” he said.

To further support customers with limited HR resources, JazzHR also offers an award-winning US-based Customer Success team. In addition to two free implementation calls, JazzHR’s employees are also available to answer consultative questions throughout the customer lifecycle. This white-glove approach has been especially key amid the evolving labor economy.

JazzHR’s excellence in supporting its customers consistently earns them a 98% customer satisfaction rate (CSAT) in addition to third-party recognition. Customers cite this too as a critical differentiator in their recruitment success:

- “The customer support is helpful, friendly, and solution-oriented. When I call the customer service line, I am consistently met with a positive team member that is eager to help and resolve my issue. The time that it takes to address most issues is quick and efficient. The customer support team members are knowledgeable and well trained.” — Norman Hill, VP of HR at Sheltering Arms Early Education and Family Centers

### **Partner Ecosystem**

JazzHR’s recruitment software is only part of the HR equation. To empower SMBs in strategically managing multiple tools at once, JazzHR partners with more than 300 industry-leading technology and HR service providers that enable teams to streamline their business operations.

And to help its audience best navigate the many options, JazzHR created the JazzHR Marketplace — an ecosystem designed to help SMBs identify the solutions that meet their unique business needs. The marketplace allows SMBs to connect with industry-leading solutions via JazzHR’s expansive partner network, a value-add that hugely resonates with the market.

To deepen the hiring experience, JazzHR also launched JazzHR White Label. This offering allows its partners and customers to leverage JazzHR as a fully branded solution, allowing them to rapidly deploy robust recruiting tools without the high cost and effort of typical software development. JazzHR White Label is available from the company’s website at no charge to its partner network.

### **Roadmap Vision and Strategy**

2020 reshaped the way small and mid-sized businesses operate, including how they hire. JazzHR adapted to meet the market’s changing needs by delivering best-in-class products and services.



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Now, as the economy reopens, and organizations face a new challenge — finding the staff they need to open and operate — JazzHR continues to empower businesses to adapt by:

- Enhancing its core product.
- Growing its partner ecosystem.
- Expanding its reach with cross-brand synergies.

### Product Enhancements

JazzHR's team uses customer feedback and data to continuously improve the usability and functionality of its product. Going forward, the company will continue strengthening its customers' recruiting processes with functionalities that allow them to scale and adapt to changing recruitment market needs. Recent enhancements include:

- **Integration with Zoom** — JazzHR customers can now integrate their JazzHR account with Zoom for a seamless interview scheduling experience.
- **Candidate Bulk Texting** — JazzHR customers can now use JazzHR's Candidate Texting as a Bulk Action to reach multiple candidates at once.

### Growth of Partner Network

JazzHR's network of 300-plus industry-leading technology and service providers empowers its customers to build end-to-end HR processes, saving time and increasing efficiency.

To reach new customers, boost its indirect revenue channel and increase retention going forward, JazzHR will deepen existing partner relationships while forging new relationships to bolster its growing ecosystem.

### Expanded Reach through Cross-Brand Synergies

In April 2021, JazzHR joined forces with fellow HR tech leaders Jobvite and NXTThing RPO to create a comprehensive, market-leading talent acquisition solution. As the only organization of scale focused exclusively on recruiting and talent acquisition, this newly formed company is uniquely positioned to disrupt the current recruitment market. Going forward, JazzHR will now be able to offer best-in-class technology and services to businesses of all sizes.



### Screenshots

Figure 1: Jobs Page Provides a Customizable Snapshot of Each Business’s Talent Pipeline

The screenshot displays the JazzHR Jobs page. At the top, there is a navigation bar with 'JazzHR' and menu items: DASHBOARD, JOBS, CANDIDATES, REPORTS, SETTINGS. On the right of the navigation bar are icons for eye, checkmark, search, and a user profile 'BE'. Below the navigation bar, the page title is 'Jobs'. There are buttons for 'VIEW CAREER PAGE', 'CREATE JOB', and 'SAVE MY VIEW'. Below the title, there are tabs for 'MY OPEN JOBS', 'ALL JOBS', 'OPEN', and 'DRAFTING'. There are also buttons for 'COLUMNS' and 'HIDE FILTERS'. The main content is a table of job listings with the following columns: Job Title, Date Created, Job Status, Total Candidates, New Candidates, Active Candidates, Hired Candidates, and Actions. The table lists several jobs, including 'Account Executive', 'BLA', 'Customer Success Mana...', 'Customer Support Repr...', 'Human Resources Coor...', 'Leasing Specialist', and 'Machine Maintenance'. To the right of the table is a 'Filter Jobs' sidebar with various filters: Title, Status, Hiring Manager, Description, Internal Code, Department, and Location. There is also an 'ADD ADVANCED FILTER' button and 'CLEAR' and 'APPLY' buttons at the bottom of the sidebar.

Job Title	Date Created	Job Status	Total Candidates	New Candidates	Active Candidates	Hired Candidates	Actions
Account Executive Pittsburgh, PA	2021-01-15	Open	21	15	4	1	
BLA Montgomery, AL	2020-08-19	Open	3	0	3	0	
BLA Montgomery, AL	2021-01-27	Open	0	0	0	0	
Customer Success Mana... Boston, MA	2019-10-10	Open (90+)	33	28	3	0	
Customer Support Repr... Advertising Sales S1234 Juneau, AK	2019-09-24	Open (90+)	6	5	1	0	
Human Resources Coor... Human Resources HRC-001 Pittsburgh, PA	2019-09-24	Open (90+)	16	14	0	0	
Leasing Specialist Las Vegas, NV	2020-01-22	Open (90+)	18	15	1	1	
Machine Maintenance Maintenance Workers The Pink Building Pittsburgh, PA	2019-09-24	Open	7	4	1	0	



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Figure 2: JazzHR Marketplace

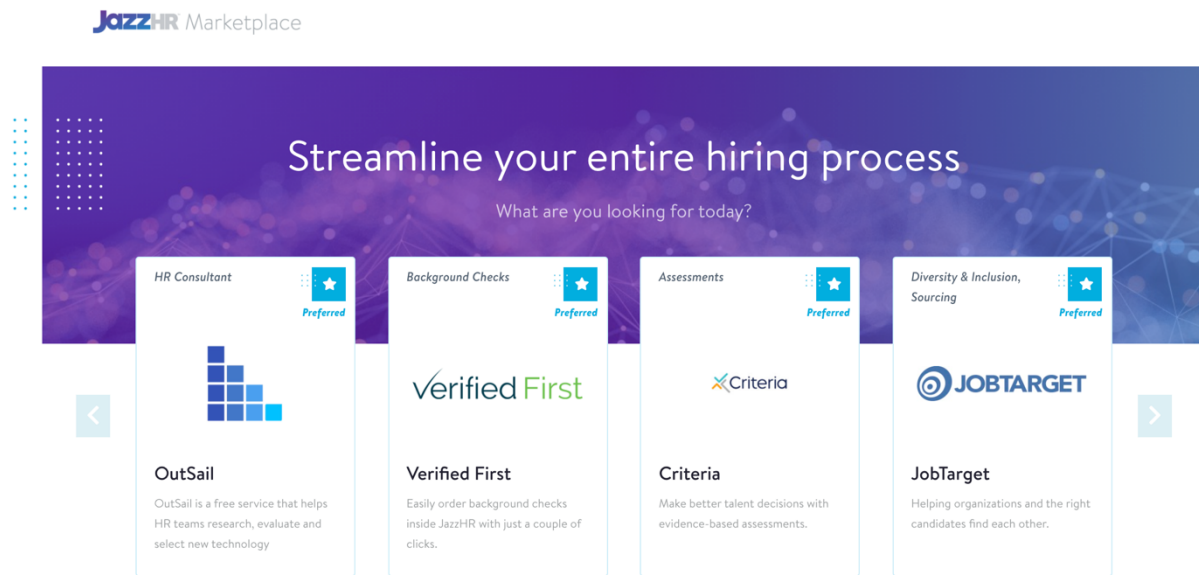
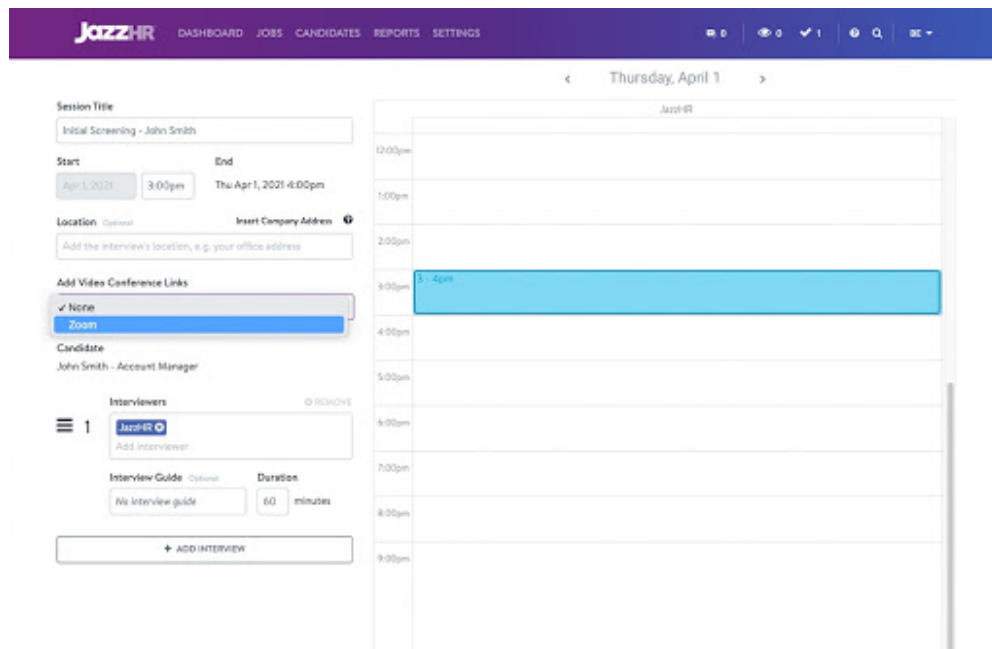


Figure 3: Integration with Zoom



All screenshots provided by JazzHR





## Analysis by Brandon Hall Group

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### Situational Analysis

Corporations are trying to streamline and optimize their talent acquisition process. Several factors are driving corporations to improve their talent acquisition process:

- **Sourcing** — Organizations struggle with figuring out which market sources are best to find their ideal candidates.
- **Candidate Management** — Keeping track of all the candidates (internal and external) in the pipeline and matching them to open opportunities is a challenge for any organization, and increases in complexity with high-turnover industries.
- **Reporting and Analytics** — Some organizations are at the strategic level of data analysis, but that number only accounts for less than one in five companies. There are a number of factors that are preventing organizations from reaching that level, including better systems, skills and processes, but there also must be honest conversations about the who, what, where and why of their data-collections systems.

### Challenges to the Business

Organizations have not been able to effectively and efficiently recruit and onboard candidates because the steps are fragmented and often siloed from one another. The growing talent gap and the difficulties in finding qualified candidates for many positions place most organizations at a disadvantage. Adding to these challenges is the need to recruit at scale and across the organization. Talent acquisition functions are not properly staffed to provide this level of service to the organization and most functions have only automated to the point of using an applicant tracking system.

### Implications for the Business

An inadequate talent acquisition process can lead to being uncompetitive in the market because of inferior talent, top- and bottom-line performance shortfalls, higher turnover and lower employee engagement, to name a few.

### Questions to be Answered by the Business

Organizations need to build an end-to-end process for talent acquisition that includes finding more qualified candidates, improving the candidate experience and quality of hire and reducing time to onboarding.





The key questions for the business are:

- How can technology help?
- Is a network of point solution providers versus a suite provider approach a better choice?
- With so many providers out there, which is best to use?

### JazzHR as the Answer

JazzHR is one of the strongest talent acquisition solutions for a very specific need. What makes them so powerful? It is both their platform, which is extremely robust, while still being able to be on the lower end of the price range. More than anything else, JazzHR is completely focused on one area of the market, which is SMBs.

JazzHR has the ability to scale upward and downward, which is extremely important in a very volatile job market right now. Part of the way they can accomplish this is through an extremely vast partner ecosystem. They have more than 250 partners that can be integrated within the system.

JazzHR is laser-focused on SMBs and thus provides them with the powerful tools to quickly and automatically post to job boards, social networks and referral areas to bring in candidates. This is all as automated as needed, including scheduling, communications and tracking. And organizations get the type of data and analytics that are normally only available for an enterprise-level suite.

That also extends through JazzHR's extensive integrations that can give SMB customers access to functionality and data from services such as candidate self-scheduling, recruitment marketing and video interviewing — all of which would normally be out of the SMB price range.

JazzHR even works through the beginning of the onboarding phase, which allows you to make determinations on which candidates are becoming your best employees, to help you refine the recruiting process without having to spend extra time looking through your past efforts because it's doing it automatically.

JazzHR recently joined forces with Jobvite and NXTThing RPO to create a first-of-its-kind talent acquisition solution that includes both technology and services. Each brand will remain separate, giving users access to the tools and expertise of the extended network. Their combined capabilities, which will include functionalities such as text-to-apply, will be huge for the new generation of remote candidates.



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So, at its core, JazzHR is giving an enterprise-level recruitment system to the small and medium-sized business market — which could not possibly come at a better time.

*-Cliff Stevenson, Principal Talent Acquisition and WFM Analyst, Brandon Hall Group*

*-Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group*



## About Brandon Hall Group

With more than 10,000 clients globally and 27 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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