

# Solution Provider Profile

## RippleHire

November 2024



Company At-a-Glance	
Name of Product/Offered	RippleHire
Headquarters	Mumbai, India
Year Founded	2012
Top Customers	Tata Steel, Tata AIA, UST, LTIMindtree, Axis Bank, Aditya Birla Group
Website	<a href="http://www.ripplehire.com">www.ripplehire.com</a>

## RippleHire Solution Overview and Value Proposition

RippleHire is a cloud-based talent acquisition platform that empowers businesses to streamline their hiring processes, enhance candidate experiences, and build a high-performing workforce. Its integrated suite of solutions addresses the end-to-end recruitment lifecycle, from sourcing and attracting candidates to interviewing, onboarding, and beyond. Leveraging automation, AI, and data-driven insights, RippleHire helps organizations optimize their talent acquisition strategies, reduce time-to-hire, and improve the quality of their hires.

### Value Proposition

RippleHire’s value proposition lies in its ability to transform talent acquisition from a transactional process into a strategic advantage. By providing an extensive, user-friendly platform that integrates various recruitment tools and technologies, RippleHire enables organizations to:

- **Streamline Hiring Processes:** RippleHire automates and optimizes key recruitment tasks, such as job posting, candidate sourcing, screening, and interview scheduling. This reduces manual effort, accelerates time-to-fill, and allows recruiters to focus on building relationships with candidates.
- **Enhance Candidate Experience:** The platform provides an engaging experience for candidates throughout the hiring journey. Features such as mobile-friendly application forms, personalized communication, and real-time

feedback contribute to a positive impression and increase the likelihood of attracting top talent.

- **Leverage Employee Referrals:** RippleHire’s employee referral program empowers employees to become brand advocates and refer qualified candidates from their networks. This leverages the power of social connections to expand the talent pool and improve the quality of hire.
- **Gain Data-Driven Insights:** RippleHire’s analytics and reporting tools provide valuable insights into recruitment metrics, candidate engagement, and hiring effectiveness. This enables organizations to make data-driven decisions, identify areas for improvement, and optimize their talent acquisition strategies.
- **Foster Collaboration:** RippleHire facilitates collaboration between recruiters, hiring managers, and other stakeholders involved in the hiring process. This improves communication, accelerates decision-making, and ensures a more efficient and effective recruitment experience.

## Key Capabilities & Solutions

### Talent Acquisition Cloud

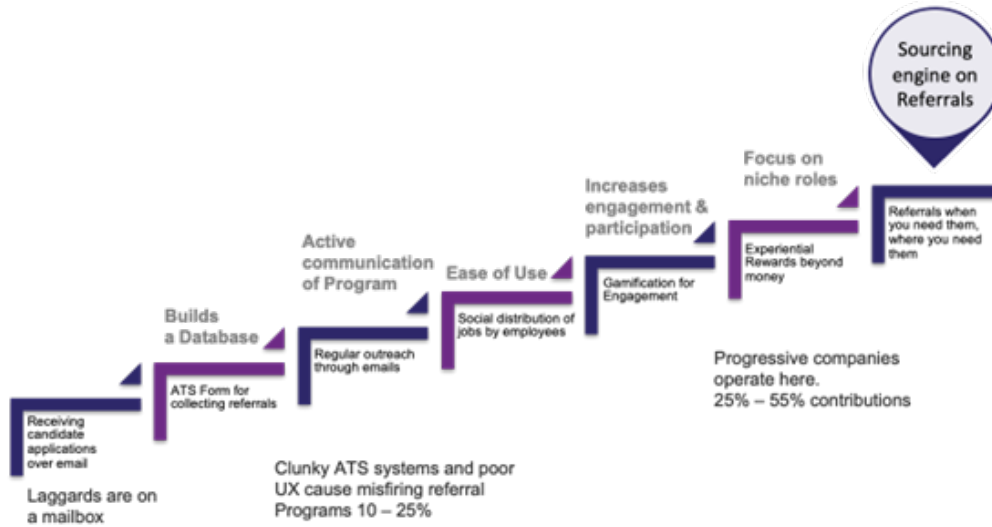
RippleHire’s Talent Acquisition Cloud is an integrated suite of solutions designed to support the entire recruitment lifecycle, from sourcing to onboarding.

- **Applicant Tracking System (ATS):** The ATS serves as the foundation of the platform, providing a centralized repository for candidate data, job postings, and recruitment workflows. It enables recruiters to track candidate progress, manage communications, and collaborate with hiring managers throughout the hiring process.
- **Candidate Relationship Management (CRM):** The CRM module helps organizations build and nurture relationships with potential candidates, creating a talent pipeline for future opportunities. It enables targeted communication, personalized engagement, and proactive talent nurturing.
- **Employee Referrals:** RippleHire’s employee referral program empowers employees to refer qualified candidates from their networks, tapping into a valuable source of talent. The platform automates referral tracking and rewards, incentivizing employee participation and streamlining the referral process.
- **Social Recruiting:** The platform integrates with popular social media platforms, enabling organizations to leverage social networks to source and engage candidates. This expands the reach of recruitment efforts and helps attract passive candidates.
- **Onboarding:** RippleHire’s onboarding solution facilitates a smooth transition for new hires by automating paperwork, providing access to essential information,

and fostering connections with colleagues. This creates a positive first impression and sets the stage for employee engagement and productivity.

## Screenshots

**Figure 1: Employee Referral Evolution**



**Figure 2: RippleHire enables TA/HR Center of Excellence Teams to Do the Following**



Figure 3: RippleHire's Robust Referral Program

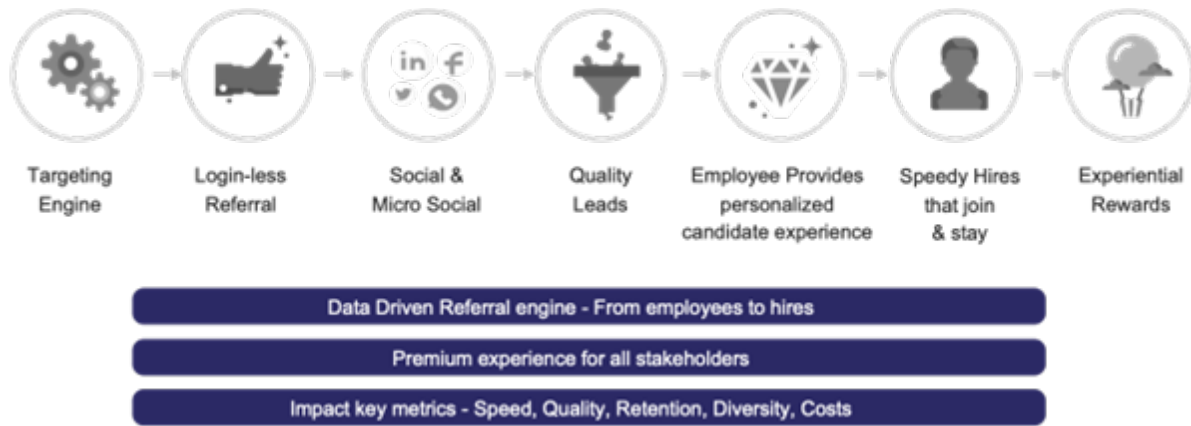


Figure 4: Campaigns Run Using RippleHire



All screenshots provided by RippleHire

## **Analysis by Brandon Hall Group™**

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### **Situational Analysis**

Traditional talent acquisition methods often involve disparate systems and manual tasks, leading to inefficiencies and a suboptimal candidate experience. Organizations also struggle to harness the power of their existing workforce to source quality candidates and are often challenged to build a truly diverse and inclusive talent pipeline.

### **Challenges to the Business**

These pain points lead to several significant challenges for businesses. Inefficient recruitment processes, characterized by manual tasks, fragmented communication and disjointed systems, often cause delays in hiring, inflate costs, and create a negative experience for candidates. Furthermore, the difficulty in sourcing quality candidates in a competitive market necessitates proactive sourcing strategies and efficient screening processes. Many organizations also fail to fully utilize the potential of employee referrals, missing out on a valuable source of high-quality candidates.

### **Implications for the Business**

Failure to address these challenges can have a significant impact on a business's bottom line. Prolonged vacancies, high turnover rates, and a lack of diversity can all hinder productivity, growth, and overall organizational success. Additionally, a negative candidate experience can damage an employer's brand and reputation, making it even more difficult to attract top talent.

### **Questions to be Answered by the Business**

To enhance their talent acquisition strategies and achieve a competitive edge, organizations need to address several key questions:

- How can we streamline and optimize talent acquisition processes to improve efficiency and reduce time-to-fill?
- How can we leverage technology to enhance the candidate experience and build a strong employer brand?
- What strategies can we tap into our existing workforce as a source of quality referrals?
- How can we foster diversity and inclusion throughout recruitment and hiring processes?

## RippleHire as the Answer

RippleHire empowers businesses to address the challenges of inefficient recruitment, candidate engagement, and building a diverse and inclusive workforce.

The company has a unique strength in its emphasis on employee referrals. Recognizing that employees are a valuable source of quality candidates, the platform provides a dedicated employee referral module that simplifies the referral process and incentivizes employee participation. This helps organizations tap into their existing workforce to expand their talent pool and reduce hiring costs.

Data-driven insights are also central to RippleHire's approach. The platform's analytics and reporting tools provide real-time visibility into key recruitment metrics, such as time-to-fill, cost-per-hire, and candidate engagement. These insights empower HR professionals and hiring managers to make informed decisions, identify bottlenecks in the hiring process, and continuously optimize their talent acquisition strategies.

The company also understands the importance of fostering diversity and inclusion in the workplace. The platform helps organizations build a more diverse talent pipeline by promoting inclusive hiring practices and providing access to a wide range of candidate sources.

By leveraging automation, personalization, employee referrals, and data-driven insights, RippleHire empowers businesses to streamline their recruitment processes, enhance the candidate experience and build a high-performing and diverse workforce.

In an increasingly competitive talent landscape, RippleHire provides a strategic advantage for organizations committed to attracting and retaining top talent.

### **Contribution Team:**

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