

Candidate Relationship Management (CRM) Platforms PEAK Matrix® Assessment 2023

May 2023: Complimentary Abstract / Table of Contents



Our research offerings

This report is included in the following research program(s):

Recruitment

- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Engineering Services
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Services
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Services Technology (FinTech)
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ Healthcare Business Process
- ▶ Healthcare Information Technology
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Services Executive Insights™
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Pricing Analytics as a Service
- ▶ Process Mining
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG Information Technology
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

Learn more about our
custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations,
risk, technologies

Locations: costs, skills,
sustainability, portfolios

Contents

1. Introduction and overview	5
• Research methodology	6
• Key information on the report	7
• Introduction	8
• Understanding Candidate Relationship Management (CRM) platforms	9
2. Summary of key messages	11
• Summary of key messages	12
3. CRM platforms market overview	13
• Key market factors for the emergence of CRM platforms	14
• CRM platforms buyer landscape	15
4. CRM Platforms PEAK Matrix® characteristics	17
• PEAK Matrix framework	18
• Everest Group PEAK Matrix for CRM Platforms	20
• Provider capability summary dashboard	22
5. Enterprise sourcing considerations	25
• Leaders	25
– Avature	26
– Beamery	28
– Eightfold AI	30
– Phenom	32

For more information on this and other research published by Everest Group, please contact us:

Sailesh Hota, Practice Director

Varun Malik, Practice Director

Dileep Amanchi, Senior Analyst

Shikhar Agrawal, Senior Analyst

Contents

• Major Contenders	34
– Ascendify (acquired by Radancy)	35
– Gem	37
– Gr8 People	39
– iCIMS	41
– Jobvite	43
– Lever	45
– SmartRecruiters	47
– SmashFlyX (Symphony Talent)	49
• Aspirants	51
– Clinch	52
– MapRecruit	54
– SmartDreamers	56
– TalentRecruit	58
6. Appendix	60
• Glossary	61
• Research calendar	63

Introduction

A challenging talent market landscape and rising talent acquisition costs forced the organizations to rethink their talent acquisition process in 2022. The CRM platforms subsequently experienced increased adoption as the organizations realized the importance of technology and data in talent acquisition. A CRM platform enables organizations to attract, engage, and convert both active and passive candidates by streamlining the recruitment process to provide a superior candidate experience, create and nurture candidate pools, manage communications, and develop a strong employer brand through recruitment and social media marketing.

The CRM platforms market is undergoing rapid evolution, as the platform vendors increase both breadth and depth of their product capabilities. They are investing in enhancing the AI and automation capabilities of the platform and developing significant advanced analytics and market intelligence capabilities. They are also focusing on developing intuitive UI/UX, both for the candidates and recruiters, as well as building mobile optimized solutions. A significant number of CRM platforms are also developing high-volume hiring capabilities and extending product capabilities to support direct sourcing of contingent workforce, internal mobility solutions, and talent marketplaces.

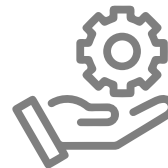
In this study, we analyze the CRM platforms landscape across various dimensions:

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 16 leading CRM platforms
- CRM platforms market overview
- Remarks on key strengths and limitations for each CRM platform
- Assessment of CRM platform capabilities

Scope of this report



Geography
Global



Products
CRM platforms



Technology vendors
16 leading CRM platform vendors

Overview and abbreviated summary of key messages

This report examines the CRM platforms landscape globally, and its impact on the CRM market. It focuses on platform position and growth in the CRM market, changing market dynamics and emerging trends, assessment of platform delivery capabilities, and key CRM platforms profiles. It also identifies the key implications of the research findings for buyers and platform vendors.

Some of the findings in this report, among others, are:

CRM Platforms PEAK Matrix® 2023

Based on Everest Group's comprehensive evaluation framework, the PEAK Matrix®, the 16 established CRM platforms evaluated are segmented into three categories (in alphabetical order within each category):

Leaders: Avature, Beamery, Eightfold AI, Phenom

Major Contenders: Ascendify (acquired by Radancy), Gem, Gr8 People, iCIMS, Jobvite, Lever, SmartRecruiters, SmashFlyX (Symphony Talent)

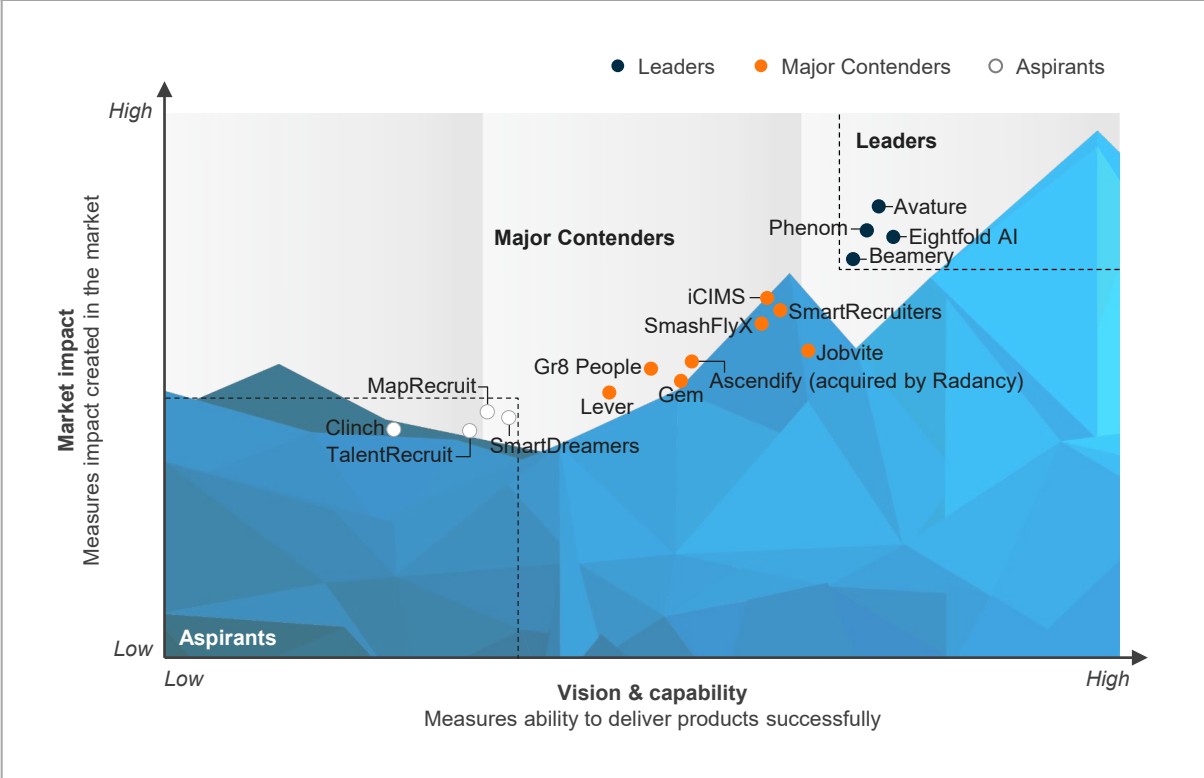
Aspirants: Clinch, MapRecruit, SmartDreamers, TalentRecruit

CRM platforms capability overview

- Everest Group delineates each of the 16 CRM platforms' strengths and areas of improvement
- The in-depth commentary is intended to help service providers, enterprise buyers and other stakeholders to understand the current situation and possible future direction of the provider landscape

This study offers 6 distinct chapters providing a deep dive into key aspects of CRM platforms market; below are three charts to illustrate the depth of the report

Everest Group CRM Platforms PEAK Matrix® Assessment 2023^{1,2,3,4}



1 Assessments for Ascendify, Avature, Beamery, Jobvite, MapRecruit, Phenom, SmartDreamers, and TalentRecruit is based on provider inputs
 2 Assessments for Eightfold AI and Gr8 People is based on partial provider inputs including technology demo
 3 Assessments for rest of the platforms is based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures and technology demos, and Everest Group's interaction with CRM platform buyers and peers
 4 Analysis for Ascendify is based on capabilities before its merger with Radancy
 Source: Everest Group (2023)

Capability assessment Illustrative example

Measure of capability: 🕒 Low ● High

Providers	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Platform capabilities	Analytics capabilities	Engagement and commercial model	Implementation and customer support	Overall
Provider 1	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒
Provider 2	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒
Provider 3	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒
Provider 4	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒
Provider 5	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒
Provider 6	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒
Provider 7	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒
Provider 8	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒
Provider 9	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒

Everest Group's remarks on providers Illustrative example

Measure of capability: 🕒 Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Platform capabilities	Analytics capabilities	Engagement and commercial model	Implementation and customer support	Overall
🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒	🕒

Strengths

- Provider 1, is a US-based CRM platform that also offers an ATS, agency management platform, internal mobility and learning management systems, and direct sourcing platform
- It has a significant presence in the North America market, followed by UK and Rest of EMEA

Limitations

- Although it has strong product capabilities, Provider 1 does not have a dedicated solution for hiring managers
- It has limited recruitment marketing capabilities and currently does not support integration with web-based messengers

Research calendar

Recruitment

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Recruitment Process Outsourcing (RPO) Services PEAK Matrix® Assessment 2022 – Global and EMEA	April 2022
Future of Work Series Reimagining Workforce and Workplace Mechanics: How Will the Work Be Done?	August 2022
Recruitment Process Outsourcing (RPO) – Service Provider Compendium 2022	July 2022
Recruitment Process Outsourcing (RPO) – What Do RPO Buyers Want?	September 2022
Recruitment Process Outsourcing (RPO) State of the Market Report 2022	October 2022
Candidate Relationship Management (CRM) Platforms PEAK Matrix® Assessment 2023	May 2023
Recruitment Process Outsourcing (RPO) Services PEAK Matrix® Assessment 2023	Q2 2023
Maneuvering through Talent Challenges in Life Sciences: The Role of Recruitment Process Outsourcing (RPO) 4.0	Q2 2023
Maneuvering through Talent Challenges in Healthcare: The Role of Recruitment Process Outsourcing (RPO) 4.0	Q2 2023
Maneuvering through Talent Challenges in Manufacturing: The Role of Recruitment Process Outsourcing (RPO) 4.0	Q2 2023
Maneuvering through Talent Challenges in Consumer Brands and Retail: The Role of Recruitment Process Outsourcing (RPO) 4.0	Q2 2023
Candidate Relationship Management (CRM) – Provider Compendium 2023	Q2 2023
Recruitment Process Outsourcing (RPO) – Provider Compendium 2023	Q2 2023
Agile Recruitment Support: Navigating Global Talent Uncertainties by Leveraging Project RPO	Q2 2023
Recruitment Process Outsourcing State of the Market 2023	Q3 2023

Note: [Click](#) to see a list of all of our published Recruitment reports



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-647-557-3475

This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.

Website
everestgrp.com

Social Media
 @EverestGroup
 @Everest Group
 @Everest Group
 @Everest Group

Blog
everestgrp.com/blog

NOTICE AND DISCLAIMERS

IMPORTANT INFORMATION. PLEASE REVIEW THIS NOTICE CAREFULLY AND IN ITS ENTIRETY. THROUGH YOUR ACCESS, YOU AGREE TO EVEREST GROUP'S TERMS OF USE.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.