Enriched Diversity Data

Customers' average completion rate for EEOC applications is about 50%, which is not statistically significant to assess the actual gender and ethnic diversity in your pipeline. That's why we're excited to introduce a new feature to TalentWall™ that will enrich the diversity data of the segments of your pipeline who did not complete the EEOC survey.

Customers who choose to enrich their data will:

- ✓ Have diversity data on 100% of their candidate pipeline, with a 90% accuracy rate

- ✓ Be able to set pipeline diversity KPI's and track them in real-time - ex. We have a goal to have 40% of our engineering pipeline to be female

- ✓ Identify bias in your process by comparing conversion rates of underrepresented groups to those of the general population in your pipelines

- ✓ Look back at historical pipeline diversity data, trends over time, etc

- ✓ Understand the impact of DEI initiatives on your pipeline ie 'we just went to a diversity focused conference, did that impact the diversity of our inbound applicant pool?'
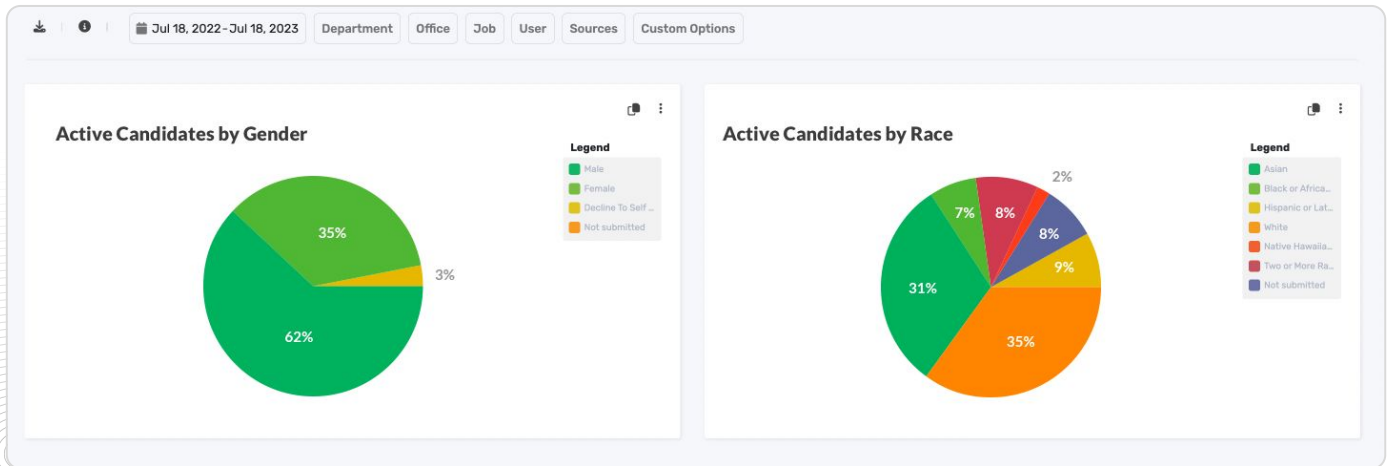
Where will I see this data in TalentWall?

Two places: **Analytics Widget Library** and **Funnel Segmentation**

CROSSCHQ

Widget Library

We will start with 4 basic widgets:

✔ Gender and Ethnicity breakdown of your Active Pipeline

✔ Gender and Ethnicity breakdown of your Historical Pipelines

| 📅 Jul 18, 2022 - Jul 18, 2023 | Department | Office | Job | User | Sources | Custom Options |

Active Candidates by Gender

Legend
- Male
- Female
- Decline To Self ...
- Not submitted

35%
3%
62%

Active Candidates by Race

Legend
- Asian
- Black or Africa...
- Hispanic or Lat...
- White
- Native Hawaiia...
- Two or More Ra...
- Not submitted

2%
7% 8%
8%
31% 9%
35%

Funnel Segmentation

✔ This is where you can compare and contrast conversion rates for gender and ethnicity by any segment you want - Department, Recruiter, Hiring Manager, Office, Custom Field, etc.

Funnel Segmentation - Engineering department

| Active | Conversion | Withdrawal | Rejection | By gender ⌄ |

SEGMENT	NEW APPLICANT	PHONE INTERVIEW	PHONE SCREEN	INTERVIEW ↓	REFERENCE CHECK	OFFE	APP. TO HIRE
All	87% / 232	89% / 170	93% / 139	63% / 61	92% / 45	71% / 15	4%
Male	85% / 34	93% / 26	96% / 22	68% / 13	100% / 9	50% / 3	7%
Female	88% / 23	89% / 17	93% / 14	45% / 5	60% / 3	0% / 0	0%

FAQ

FAQs about the Enriched Diversity Data Feature

1. How does TalentWall gather the additional diversity data?
TalentWall's algorithms use publicly available data and machine learning techniques to provide enriched diversity data, making sure we keep to a high standard of accuracy and reliability. Please note, individual data is not used to make hiring decisions, but rather to provide aggregated insights for your team.

2. How much does it cost to upgrade to the Enriched Diversity Data feature?
Pricing is based on the number of candidates that we enrich. We can go back as far in time as you'd like, or we can just start with your active candidates and all new candidates going forward. We can walk you through the pricing model on a call.

3. How accurate is the enriched diversity data?
Our enriched diversity data has been tested and verified to be 90% accurate. While this is not 100% perfect, it is a significant improvement from the current 40% average completion rate for EEOC applications.

4. Will the new feature impact the user experience, and what do you need to turn it on?
The new feature has been designed to seamlessly integrate into the existing TalentWall platform. You will find additional widgets and funnel segmentation options in the analytics section. To turn the feature on, we simply do it on our backend and it will be up and running the same day.

5. How can I use this data to improve my hiring practices?
With this data, you can set and track pipeline diversity KPIs, identify biases in your hiring process, observe historical diversity data and trends, and understand the impact of your DEI initiatives.

6. Are there any privacy concerns with this feature?*
We take privacy very seriously at TalentWall. While we gather data to enrich diversity statistics, it's important to note that individual privacy is maintained throughout the process. Our algorithm uses data that is already publicly available and we do not share personal data anywhere in the TalentWall platform.