

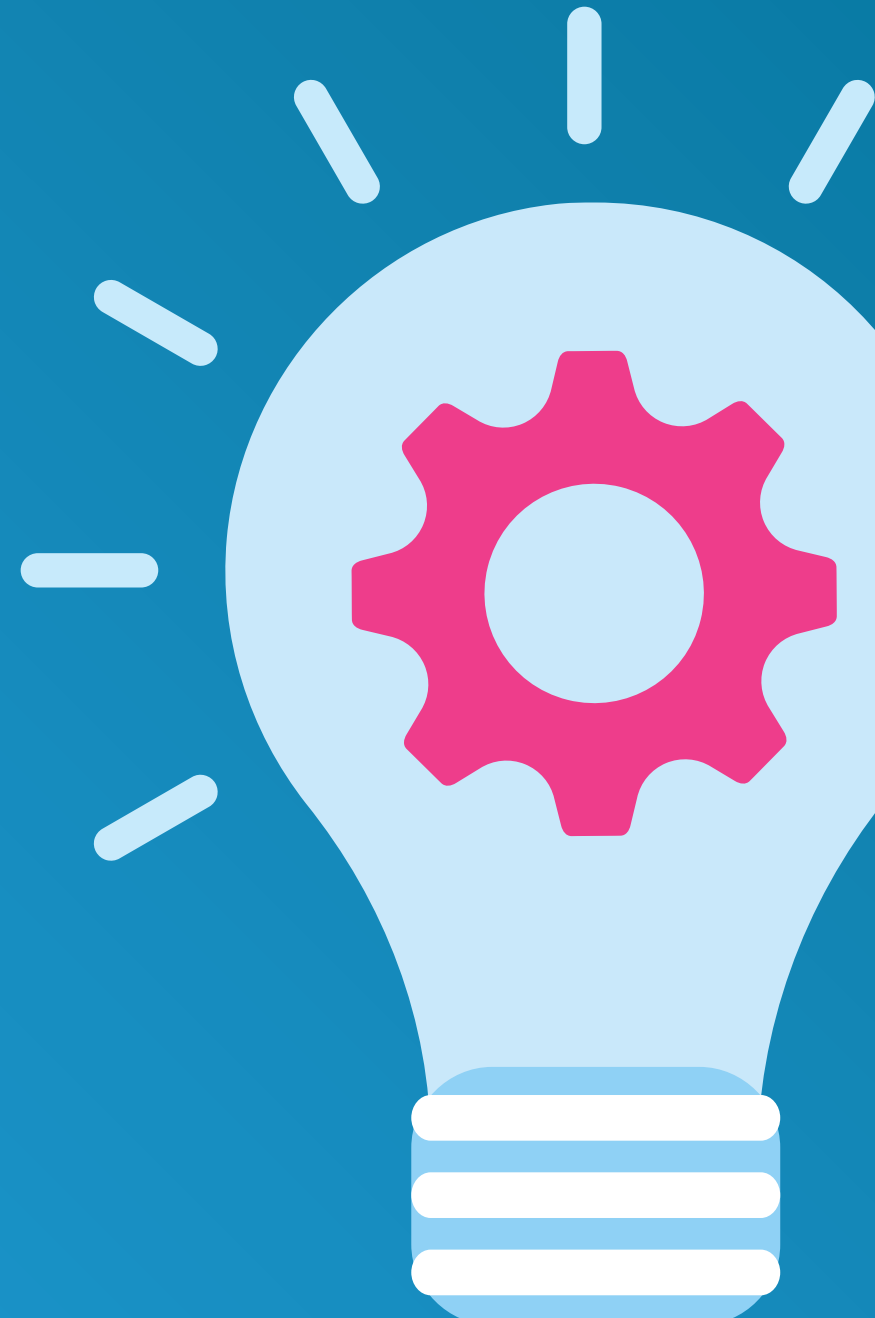
# Paradox innovation day 2024

Analyst and influencer event | April 2024

**By: Mercer's Tara Cooper and Jess Von Bank**

Paradox hosted a special event welcoming industry analysts, influencers and partners to learn more about their mission, the problems they're passionate about solving, and where their innovative thinking will take them next.

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**Imagine if  
technology helped  
us feel something.**

— Jess Von Bank, Mercer

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## Flipping the script

When most of us think of technology, we correlate it with automation, efficiency and robotic assistance. But what if technology existed for the sole purpose of making our experiences more human?

Enter Paradox, a brand you might think of as a helpful chatbot who helps candidates schedule interviews. But this is a brand that represents much more than a simple chatbot. They're focused on changing how hiring is done and changing how people think about technology. Their founder, Aaron Matos, calls it a "grand rethinking" about how things work. Instead of simply automating the things that are already being done to create efficiencies, the Paradox teams prefers to think about what isn't being done — the human touch that's missing — and works to eliminate the tasks that prevent people from connecting in the hiring process.



## Customer obsessed

When it comes to Paradox, customer centricity is an understatement. Everything they build is designed with a real client problem in mind, so their solutions deliver real value. More importantly, they frame success around client impact, not product release dates or revenue targets.

This makes a significant difference when you listen to how their clients talk about them (which is their main form of marketing). It's clear they take the time to understand what their clients are experiencing and focus on solving what's important to the customer, rather than selling the most product possible. This has earned the trust of their clients, who not only rave about the brand, but also come back for more.

In fact, it's their customers that led them to create their conversational ATS offering, which improves the hiring experience for frontline workers and their managers by simplifying, and automating, the application experience. And like most Paradox offerings, it's flexible, so it can act as a standalone solution, or layer on top of your existing ATS to enhance the experience.



**I'm really grateful  
that we chose  
Paradox as a  
partner.**



— Shay Johnson, Sr. Director of Talent Acquisition, Compass Group



## Conversational to the core

Paradox clients pride themselves on providing more than a chatbot. Paradox's AI assistant, Olivia, is designed to scale empathy and human interactions, which happens through conversation that feels human. That means instead of forcing candidates to choose from narrowly pre-defined options, they can simply ask a question and get an answer just like they would from a real person. It makes such a big difference to the process that people thank Olivia frequently for the help.

While they might be most well-known for their conversational interview scheduling, which enables candidates to quickly and easily set up an interview through the AI assistant, Paradox has much more to offer:

- **Conversational candidate experience** gives candidates the chance to ask questions about the company, the job, the benefits and more
- **Conversational capture** automates the screening and application process
- **Conversational events** automate everything related to events — from registration to reminders to scheduling
- **Conversational career site** offers fully dynamic content on top of personalized job recommendations
- **Paradox video** allows for video screening prompts for quick video interviews and digital introductions
- **Traitify by Paradox** is a scientifically validated 2-minute assessment that helps identify candidate strengths
- **Conversational onboarding** welcomes candidates and guides them from offer to promotion and beyond

**The Paradox solution feels like you're interacting with a person and not with a piece of software.**

— Rachel O'Connell, SVP of Human Resources, Great Wolf Lodge



## Our advice

### To talent leaders:

Whether you're considering Paradox to help you reduce candidate drop-off, capture hard-to-get talent on their time, or simply make your hiring experience more human, take some time to talk to their clients. Learn more about their challenges and how those compare to your own. Find out what it was really like to work with the Paradox team. And explore their metrics, outcomes and learnings from their journey so far to help you align your own expectations and begin envisioning what's possible.

Don't try to change everything at once. Not only will it feel impossible, but it will also be hard to measure the impact if you're not thoughtful. Instead, start with your most immediate problem. Consider where you can make the biggest impact by reducing the tasks that are most interfering with the experience you want to create. Get that experience right first, then move onto the next challenge to continue building value with the solution over time.

Prepare your team for how their world will look different after you implement a solution like Paradox. If recruiters no longer have to spend their time coordinating interviews or doing basic candidate screening, how should they spend their time? What will their priorities look like and how might the team evolve as a result? These are all areas you'll want to explore with your team to make sure they're ready for working differently.

### To Paradox:

The Paradox team has been thoughtful in tapping into real problems and approaching them with human-centric solutions. Their ability to stay focused and true to their mission has been a clear advantage for them, and it may be the biggest factor in why their clients trust them. As Paradox continues to expand its offering, staying focused will become more challenging as more customers push in more directions. Adam Godson, their newly appointed CEO, and the leadership team will need to remain thoughtful and focused so they can continue to deliver real value to the market.



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welcome to brighter