

ASCENDION

Ascendion leverages advanced AI to deploy top talent on client projects 4X faster

CASE STUDY

Speed-to-talent

reduced from eight weeks to two

30%

increase in recruitment team productivity

50,000+

hours less manual effort for every 100 employees

"When clients engage with Ascendion, they can be assured of a faster turnaround compared to our competitors. Because of our AI-based leverage, clients get the speed to market they need, with the quality talent they need."

VIRAL TRIPATHI,
Chief Global Information Officer, Ascendion

Ascendion is a leading provider of AI-first software engineering services. We make and manage software platforms and products that power growth and deliver captivating experiences.

Highlights

Challenges

- Finding and deploying top talent for client projects
- Wasting resources on repetitive manual admin
- Taking eight weeks to acquire the right talent

Solution

Ascendion engineered an advanced AI solution to accelerate recruitment, which:

- Automates the clean-up of requisition data
- Matches best-fit candidates faster
- Auto-generates questions for higher-quality screening
- Now, Ascendion finds, engages, and deploys top candidates faster

Results

- Speed-to-talent reduced from eight weeks to just two!
- 30% increase in recruitment team productivity
- 50,000+ hours of manual effort saved per 100 employees

Challenges

ACCELERATING TIME-TO-TALENT ON CLIENT PROJECTS

Ascendion is at the forefront of digital innovation, leveraging transformative technologies to unlock value and elevate client businesses to unparalleled heights.

Ascendion has been engineering and deploying advanced artificial intelligence (AI) systems to enhance our enterprise for several years. Every step forward that Ascendion takes propels our clients forward, too.

Ascendion already draws on our [AI-powered platform](#) to shape how we practice software engineering and the impact we deliver to clients.

As Ascendion continues to build the next dimension, we recently used AI to tackle a weighty business challenge: how to orchestrate talent for client projects more efficiently?

FINDING AND DEPLOYING THE BEST CANDIDATES

Ascendion has a vast network of technology talent we can tap to deliver software engineering projects for our clients.

But finding top talent and engaging and deploying them onshore, nearshore, or offshore, was complex and challenging.

Ascendion's talent specialists were bogged down with labor-intensive administrative tasks, such as searching databases, writing job descriptions, and screening a wide variety of candidate profiles.



Viral Tripathi, Ascendion's Chief Global Information Officer, explained: "Our Talent Engine team would manually clean and update the supplied data when a requisition came in. To source candidates, our talent specialists were manually searching our database of four million resumes. They'd open resumes one-by-one, read them, review them, close them, open another, and so on. It took a lot of labor and time."

Screening selected candidates was equally time-consuming. It took significant effort to achieve a thorough and accurate screening.

Viral said: "We hire for many different roles, such as platform engineering, AI prompt engineer, and Cloud architect. Given the specialized nature of these positions, our talent specialists need to focus on comprehensive screening to ensure that all candidates receive thorough consideration. And that took a lot of manual effort."

This traditional model for orchestrating talent for technology projects took eight weeks. If Ascendion could radically shorten that cycle, we could optimize our internal resources and accelerate speed-to-talent while improving the quality of the talent identified for projects.

Clients would feel the impact, too. They could get their technology projects off the ground quicker, accelerate growth, and have a major competitive advantage in a fast-moving world.

While many competitors only talk about the possibility of using AI, Ascendion tenaciously set about inventing and applying a radical solution.



"To source candidates, our talent specialists were manually searching our database of four million resumes. It took a lot of labor and time."

Solution

USING AI TO AUTOMATE REPETITIVE TASKS AND DEPLOY TOP TALENT FASTER

Ascendion's forward-thinking team had already engineered a framework called GAIN to guide our journey to become an AI-powered enterprise.

GAIN stands for Guided Artificial Intelligence Network. The word 'guided' underscores that Ascendion's AI solutions are a synergy between human guidance and AI. This ensures Ascendion's technology is employed in a purposeful, controlled, and ethical way.



Viral explained how GAIN was put to use: "With GAIN, we broke Ascendion down into its different business units, including our Talent Engine (recruitment division). Then we used GAIN to identify AI use cases in each unit, enable those solutions, and measure their business impact."

SWAPPING MANUAL TASKS FOR SEAMLESS AUTOMATION

Leveraging the GAIN framework, Ascendion developed an advanced AI-based automation tool to transform and accelerate recruitment.

Powered by generative AI (GenAI), the Ascendion talent database platform automates three key areas recruiters previously wrestled with. It unlocks value for Ascendion and our clients at every step:

1. AUTOMATED DATA CLEAN-UP

When Ascendion's talent team receives a requisition to source tech talent, GenAI is engaged to simplify the process.

It automatically removes any confidential data, such as pay rates, rewrites more precise job descriptions for easier and faster candidate matching, and puts everything into a standardized template.

2. FASTER CANDIDATE MATCHING

The next touchpoint for GenAI is finding the best candidates for the project. Ascendion leverages GenAI to generate optimum strings of keywords, so we achieve a more targeted search and source a deeper pool of suitable candidates.

We also parse job descriptions and resumes to drive faster and more accurate searches. And we leverage AI algorithms to match requisitions to resumes to requirements, such as skills, experience, location, and recency. The AI applies these factors more consistently than a human could, providing the talent team with a strong pool of candidates to draw from when they make their final decision.

All of this is achieved with minimal manual effort from recruiters.

3. HIGH-QUALITY SCREENING

Next, Ascendion uses GenAI to accelerate the hiring process. AI automatically generates a list of screening questions, specific to each role, which helps talent specialists run a more engaging screening process and identify best-fit candidates faster.

Viral says, "Now, our talent specialists are asking all the basic questions, as well as more intermediate-level technical questions. The quality of screening gets better, which in turn means the interview hit rate gets better."

Ascendion's engineers are inventing other ways for AI to automate the recruitment processes. In one example, AI will auto-generate interview prep notes for candidates, enhancing their interview prospects.

Viral says, "GenAI will share useful intelligence from our database to tell candidates more about the client who will interview them. So we can educate the project engineer before they're interviewed."

The upshot of all of this advanced automation? Ascendion now finds, engages, and deploys top candidates faster than humanly possible.

And with so much extra bandwidth in the recruitment team, Ascendion can put more time into candidates.



Viral said, "Our talent specialists now spend more time speaking to the candidate and building relationships. Even if a particular project isn't fruitful, the next time a candidate gets submitted, the deeper connection and real understanding we've built, means we achieve a better fit. The candidate is in a role that suits them perfectly, and the quality is improved for our clients. So it's a ripple effect for the future as well."



“Using our advanced AI framework, GAIN, we identified AI use cases within our Talent Engine, then enabled them, and measured the impact.”

Results

SPEED-TO-TALENT REDUCED FROM EIGHT WEEKS TO JUST TWO!

Ascendion’s innovative AI solution has increased efficiency and productivity across our 300-member talent team.

The solution adds business value for Ascendion’s clients, too. They can accelerate digital transformation projects because Ascendion finds talent for those projects faster—and better—than the competition.

And Ascendion has the metrics to prove it.

Our AI-powered platform has reduced speed-to-talent (the time from talent requisition to an engineer being deployed on a project) from eight weeks to just two!

THIS MEANS OUR CLIENTS HAVE HIGH-PERFORMING TALENT ON PROJECTS 4X FASTER THAN BEFORE.

Viral said: “It’s not just about the speed, either. The quality is higher too.”

Because the AI matches talent to requisitions more consistently than a human could, the best quality talent is identified and deployed.

30% INCREASE IN RECRUITMENT TEAM PRODUCTIVITY

Ascendion has eliminated 30% of the time we used to spend on manual recruitment tasks, thanks to automation.

Every employee in the talent team saves 2.5 hours per day. That adds up to **50,000+ hours of saved manual effort** across the year for every 100 employees.

The Talent Engine team has so much more bandwidth, Ascendion is growing without increasing headcount.



We currently have around 300 talent specialists. Thanks to the efficiency gains from AI, we can keep growing at the pace where we'd have previously needed about 375 people, without hiring anyone," said Vinay Verma, Senior Vice President and Head, Global Talent Engine.

Greater efficiency means recruiters have more time for higher-value tasks, including building relationships with candidates and continually improving talent screening.

SIGNIFICANT CLIENT BENEFITS

With Ascendion's AI-enabled team sourcing top talent faster, clients have a competitive advantage.

Viral explained: "When clients engage with Ascendion, they can be assured of a faster turnaround compared to our competitors. Because of our AI-based leverage, and the better quality talent we source, clients achieve the speed to market they need with the quality talent they need."

Ascendion's accelerated orchestration of talent is particularly beneficial to early-bird innovators looking to launch large technology projects fast.

He said: "With our GenAI-powered platform, we de-risk clients' projects because we provide the right talent, with the right fit and the right skillset. And we do the ramp up so much faster than competitors."

With Ascendion focused on using AI to deliver even more growth and productivity for clients, Viral is excited about the future.



He said: "We are already industry leaders in terms of data and using advanced AI. As AI gets better, we will leverage it to take the complexity out of technology and building products. So our clients can focus on their business and not the technology of their business, which we will do for them."



"With our GenAI-powered platform, we de-risk clients' projects because we provide the right talent, with the right fit, and the right skillset. And we do the ramp up so much faster."

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Contact Ascendion for innovative approaches to solve, scale, and de-risk business for your enterprise.

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