

## Company Key Info



**Founded:** 2004  
**Headquarters:** Salt Lake City, UT

**Initial Investment:** 2012 **Exited:** 2019  
**Website:** [www.hirevue.com](http://www.hirevue.com)

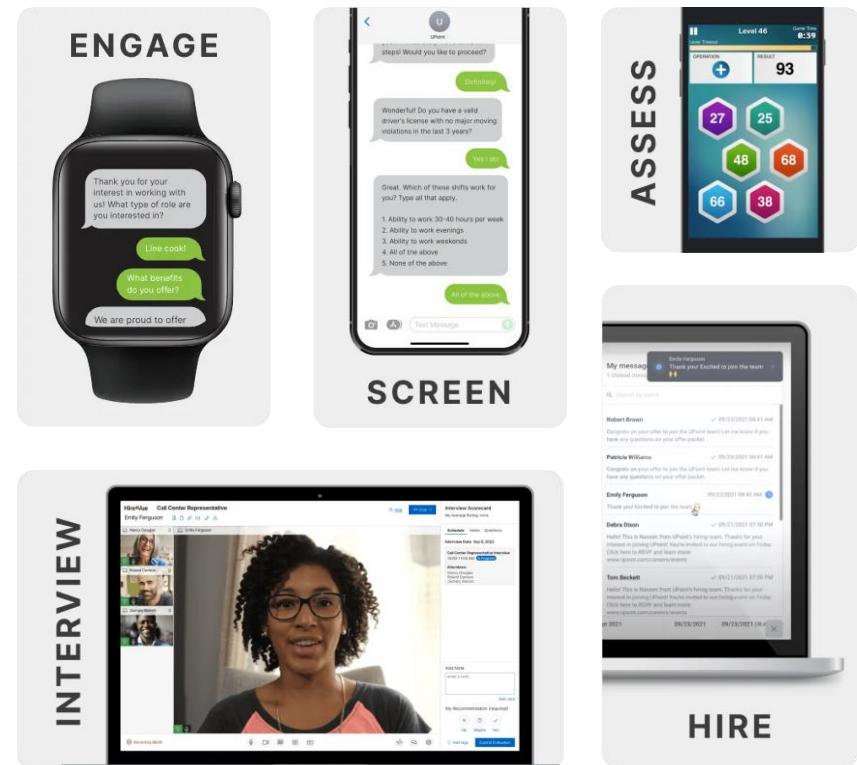
## What Is It?

HireVue is a SaaS talent experience platform that uses artificial intelligence and machine learning algorithms to transform hiring. By offering clients an online video interviewing platform that allows them to conduct structured asynchronous interviews, HireVue **automates workflows, broadens the available talent pool, and improves the ability of the hiring process to select good employees.**

## Jobs To Be Done

Harvard Business School Professor Theodore Levitt famously said, **“People don’t want to buy a quarter-inch drill. They want a quarter-inch hole!”** That sentiment is the essence of the Jobs To Be Done framework. Companies don’t succeed because of the attributes of the products or services they offer. Rather, they thrive when their products or services meet the circumstance-dependent needs of customers. When customers want to hire a company’s products or services to address Jobs in their lives, it drives long-term success for that business.

HireVue addresses the Jobs To Be Done of the two key stakeholders in the hiring process: **companies and candidates.** Companies look for competent, reliable, hard-working, articulate, and creative candidates who fit their culture and can perform a given job well. Candidates look for roles that are a good fit with their talents, skills, and interests, while providing appropriate wages, benefits, a safe working environment, appropriate compensation, opportunities for growth, work-life balance, and a sense of being a valued member of the organization.



HireVue uses **psychology and data science** to optimize fulfillment of both sets of Jobs. HireVue’s platform helps companies to both construct interviews and to then analyze responses, allowing for a more thorough and accurate evaluation of candidates’ skills and characteristics. Candidates can apply to a broader array of companies than would be possible if they relied only on in-person interviews. Candidates also gain a higher degree of confidence that they will fit well with companies that make them an offer.