grayscale.

Elevator Pitch

Grayscale is the AI-powered engagement platform with a human-first approach to hiring & employee engagement — helping high-volume recruiting teams move faster, supercharge their ATS & HRIS, and create a more seamless experience. Automate routine tasks, pre-screen and schedule candidates, and empower hiring managers—so you can focus on what matters most: building & retaining great teams.

Feature Function

- AI Agent for Top of Funnel candidate attraction, pre-screening, interview scheduling, and FAQs - available in 20+ languages
- Automated mobile first engagement via SMS & Whatsapp, with call forwarding and robust automations.
- Robust scheduling supporting 4 different scheduling & event types (1:1, Pooled, Panel & Event Based)
- Seamless integration into SAP HCM (ATS, Onboarding 2.0 & Employee Central) via OData API, BTP and Task API.

SF Compliment/Extend

- What module(s) do you complement/extend
  - SuccessFactors ATS
  - Onboarding 2.0
  - Employee Central
- The average Grayscale user spends 98% of their time in SFSF (versus 30-40% with alternatives).
- Partner-friendly: "Supercharge SuccessFactors with Grayscale's AI powered engagement & automation platform to optimize the entire employee experience, from hello to happy employee."

Customers

- Willscott - $120,000 - 4,500 FTEs
- Huntington Ingalls - $150,000 - 44,000 FTEs
- CA Department of Corrections - $119,000 - 66,000 FTEs
- Acuity Brands - $105,000 - 13,000 FTEs
- Corning - $81,000 - 60,000 FTEs
- Hershey's - $50,000 - 20,000 FTEs

Target Customers

- **ICP:** Organizations that have high-volume hiring over 1,000 FTEs
- **Industries:** Manufacturing, Retail, Professional Services, Utilities / Regulated, Healthcare, CPG, Hospitality & Food Service, Customer Service / Call Centers, Transportation & Logistics, Aerospace.
- **SAP Module Prerequisites:** SuccessFactors ATS, Onboarding 2.0, or Employee Central

Solution Differentiators

- Global Solution with multilingual UI and hire-to-retire engagement (20+ languages)
- SOC2 Type 2, GDPR Compliant.
- Seamless integration into SAP.
- Speed of Implementation (time to value) - Implemented in 8-12 weeks
- Modular approach where you can start anywhere and go everywhere.
- Extensibility of Grayscale beyond Recruiting into Onboarding and Employee Central (only we do this)
- Strategically aligned roadmaps with SAP Product Team to reduce overlap and complement SAP UX.

Customer Value

- 36% Faster Hiring – Reduce time-to-fill with AI-powered automation.
- 40% increase in applicant-to-interview conversion rates
- 100+ hours saved per recruiter annually – Recruiters spend more time on high-value tasks
- 53% Less Candidate Ghosting – Automated nudges keep candidates engaged.
- 20x More Engagement – AI-driven messaging outperforms email.

Data Center

- Yes
- US - AWS East
- EMEA - AWS Germany

Customer Stories

- Chobani - 35% decrease in interview no-shows. 28% faster hiring cycle for production and warehouse roles. Candidate experience ratings improved by 22%
- GardaWorld - 50% reduction in candidate ghosting 30% decrease in onboarding time. Improved recruiter productivity with automation handling. 75% of candidate messaging
- Lexington Medical Center - 42% reduction in time-to-fill for critical healthcare roles. 60% increase in candidate response rates. Recruiters saved 15 hours per recruiter per week on manual follow-ups

Contacts

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