Fosway AI Insights 2025:
AI Market Assessment for Talent Acquisition

The 2025 Fosway 9-Grid™ for Talent Acquisition (TA) revealed a market under pressure: innovation is accelerating, but vendor execution is uneven - and corporate expectations are rising fast. Nowhere is this more obvious than in the race to embed AI across the TA lifecycle, which has led to a tsunami of noise, hype, and ambiguity. Generative AI has made it easier than ever for vendors to build some form of AI narrative. But whilst nearly every vendor now positions AI as central to their proposition; there has been very little structured analysis of what this means at an AI feature level. What features are genuinely live? What is still on the roadmap? And what patterns emerge when we look beyond individual claims to the wider market?

This is where Fosway's AI Market Assessment for Talent Acquisition comes in - delivering a clear, data-led view of AI in TA today; what is real, what is live with customers, and where is AI headed next? In real terms, this analysis draws a clear line between what is operational AI reality and what is aspirational marketing, including:

- Mapping AI features by actual status, separating substance from spin through feature segmentation.

- Highlighting the real areas of innovation, showing where vendor spend is converging across the market

- Comparing vendors side-by-side, exposing who is walking the AI talk, and who is not

Overall, the AI Market Assessment provides European talent acquisition teams with the clarity they need to make confident, informed decisions about AI in 2025 and beyond.

July 2025

Background

Fosway AI Market Assessment for Talent Acquisition

The Fosway AI Market Assessment for Talent Acquisition provides complementary lenses to give HR and TA leaders a clear, data-driven view of vendor AI capability and market direction. In particular, this includes:

- A series of **Roadmap Flow Maps** use Sankey charts to trace vendor AI R&D activity across our functional model, revealing where AI development is converging as well as timescales for delivery

- The analysis of every AI feature using the **Fosway AI Feature Segmentation**, comparing AI features by vendor roadmap consensus and what is live, classifying individual AI features as Mainstream, Next Wave, Edge Advantage, Mixed Consensus or Niche Play

- The **Vendor AI Reality Chart** highlights 'Who's walking the talk?' and positions individual vendor AI roadmaps by their current live delivery versus total AI roadmap to show comparative advantage and maturity of AI delivery

- Individual **AI Benchmarking Charts** allow us to compare the functional depth of the AI roadmap for specific vendors vs. market average vs. market best across the TA functional model

Together, these translate raw research data and product disclosures into a cohesive maturity narrative, allowing buyers to benchmark offerings, interrogate vendor claims and time their AI adoption with precision.

Sources of Data

All findings are derived from vendor self-reported data collected by Fosway between January and March 2025. 'Live' status reflects that a feature is technically available but does not differentiate between full enterprise rollout and limited pilots.

Note: For the purposes of this paper, we also do not differentiate the sophistication of the feature but recommend looking at the corresponding Fosway 9-Grid™ analysis of that segment, where AI innovation is a key part of the analysis, or engaging with Fosway analysts to dive deeper.

AI in TA – hype or reality?

Our first analysis lens is based on an aggregated assessment of the AI roadmaps for the TA vendors to understand both where the primary focus areas for AI innovation are, as well as the status and timescales for delivery of specific features.
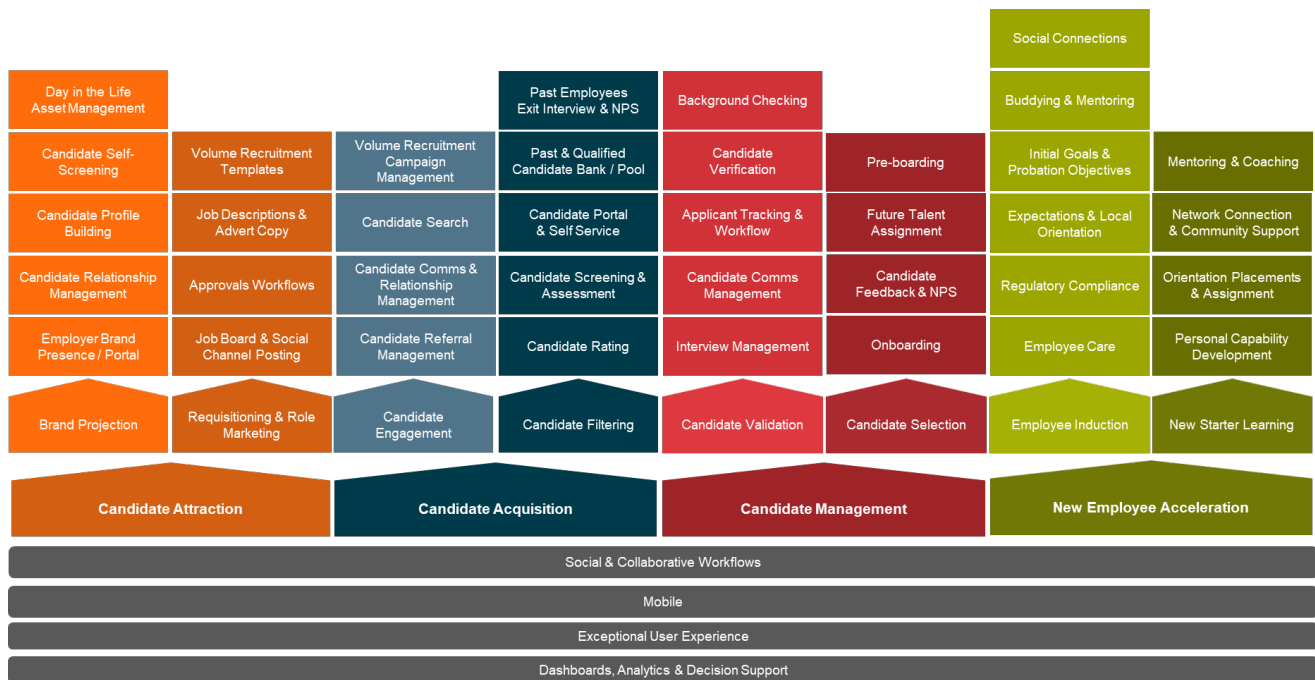

Figure 1: Fosway Functional Model for Talent Acquisition 2025

The following section provides a series of **Roadmap Flow Maps** which use Sankey diagrams to model the distribution of AI features and roadmap status against the main functional categories defined in the Fosway Functional Model for Talent Acquisition.

Most AI features are vendor promises, not live reality

Despite extensive vendor marketing around AI in talent acquisition, the narrative is advancing much faster than real-world delivery. Whilst nearly every talent acquisition vendor claims AI-enhanced functionality, **only 27% of mapped AI features have been delivered and are live** with customers so far. The following diagram shows a high-level analysis of where the vendors are focusing AI innovation (by category in the functional model) as well as the overall status of all AI features within their roadmaps.
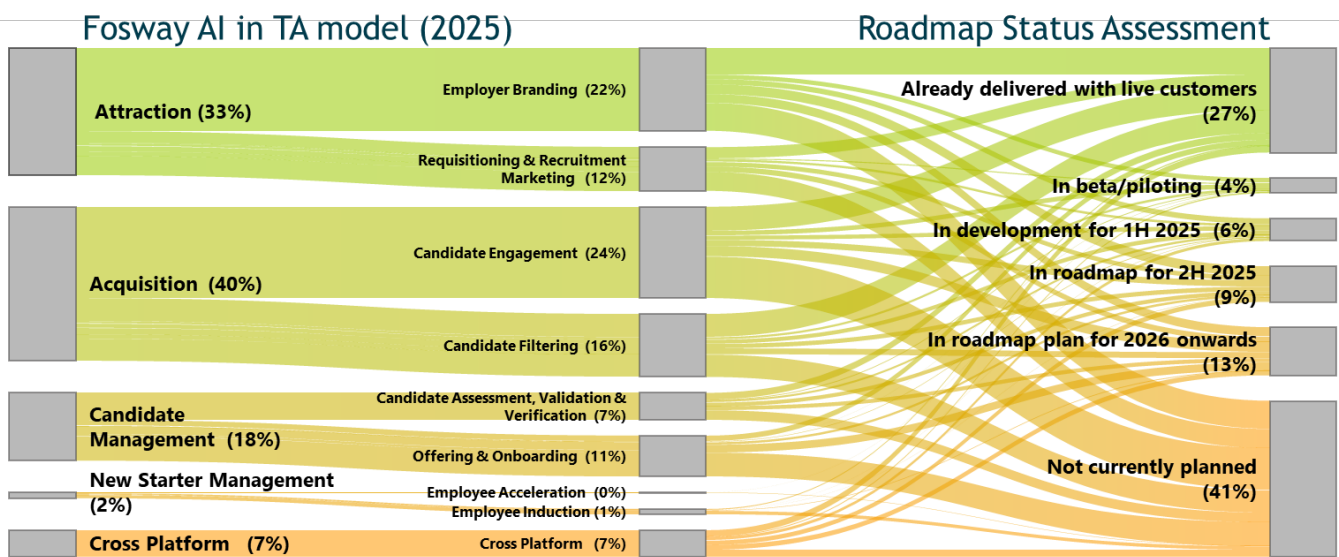
Figure 2: Fosway Overall AI Roadmap Flow Map for Talent Acquisition 2025

Overall,

- 73% of AI roadmaps are focused on either Candidate Attraction or Acquisition

- Only 18% is on Candidate Management and 2% on New Starter Management

- 27% of mapped AI features have been delivered and are live with customers, with another 4% in beta/pivoting and another 6% in short-term development (H1 2025)

- 22 % of AI capabilities are in development or on future roadmap (H2 2025–2026+)

- 41 % of all AI vendor capabilities are not yet within roadmap plans

Although only one in four AI features is considered by vendors to be already live, that may mean they are only activated in the live instance, not necessarily that they are fully rolled out across customers. This gap between marketing promise and market reality has two implications:

- **Corporates cannot rely on roadmap claims**: Unless a capability is already live or in active piloting, it should not influence immediate platform decisions.

- **Buyers must prioritise visibility and evidence**: Ask for demos, reference clients, and rollout timelines anchored in real deployments, not vague intent.

AI may be the future, but most of it still lives in the future, too. Customers should ground decisions in what vendors can deliver today, not what they hope to develop tomorrow.

AI adoption is concentrated in early funnel hot zones

AI roadmap investment is far from uniform across the talent acquisition funnel. Fosway's Roadmap Flow Maps expose a clear heat map: **vendor innovation is highly concentrated in the early stages**, whilst large parts of the TA funnel remain relatively untouched.

As highlighted already, the **Hot Zones** are in the **Attraction** and **Acquisition** phase (Figures 3 & 4). Here, vendors are deploying AI to optimise reach, relevance, and response, including generative job ads, smart, programmatic distribution, agentically pre-vetting candidates, dynamic branding and candidate-facing chatbots. These features are widely planned, with many already live, and with strong consensus across the vendors. If you're looking for immediate impact from AI, start here.
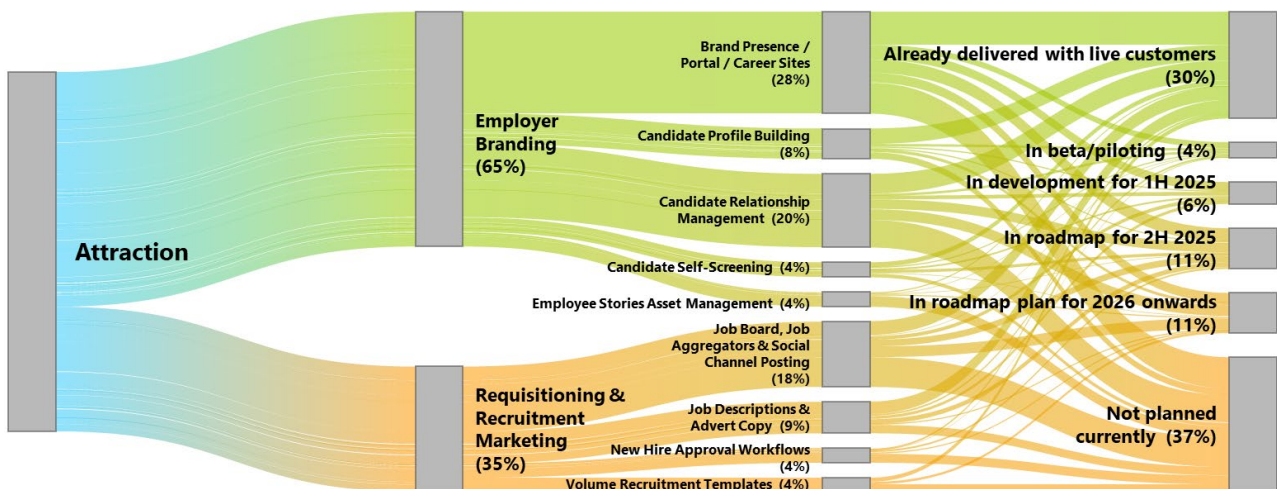

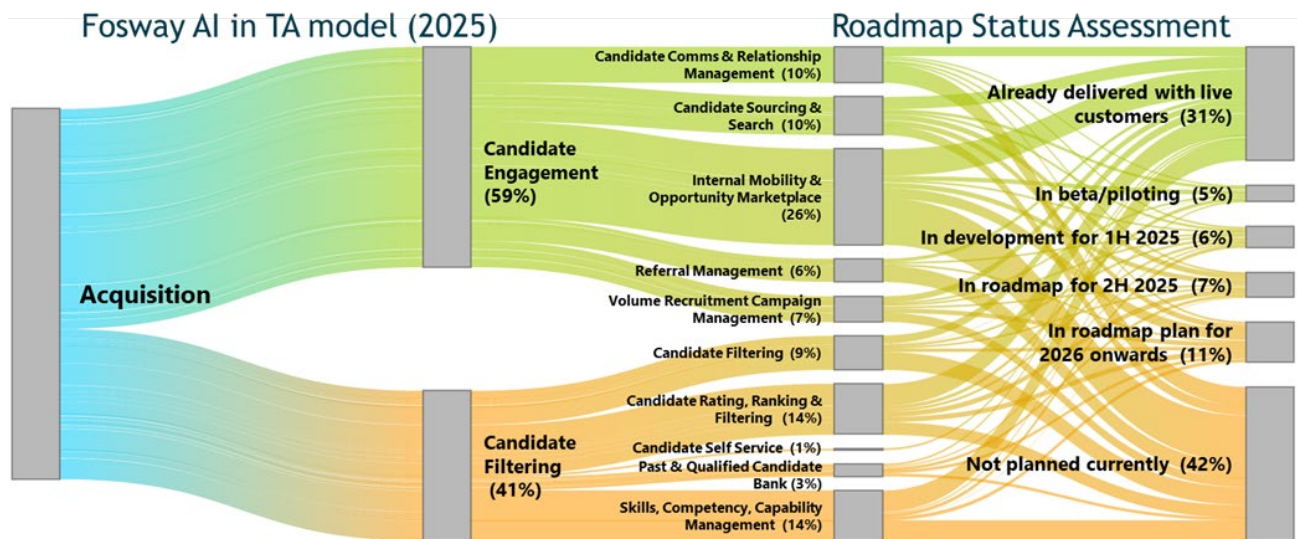*Figure 3: Fosway AI Roadmap Flow Map for Attraction (2025)*

Figure 4: Fosway AI Roadmap Flow Map for Acquisition (2025)

The **Warm Zone** is in Candidate Management (Figure 5). This includes parsing, shortlisting, internal facing chatbots, and engagement workflows. Whilst the proportion of live AI features is growing, the quality and depth of these features varies widely. Much still relies on deterministic rules rather than adaptive intelligence. Nonetheless, this is a pragmatic space to automate, especially for high-volume or repetitive hiring.
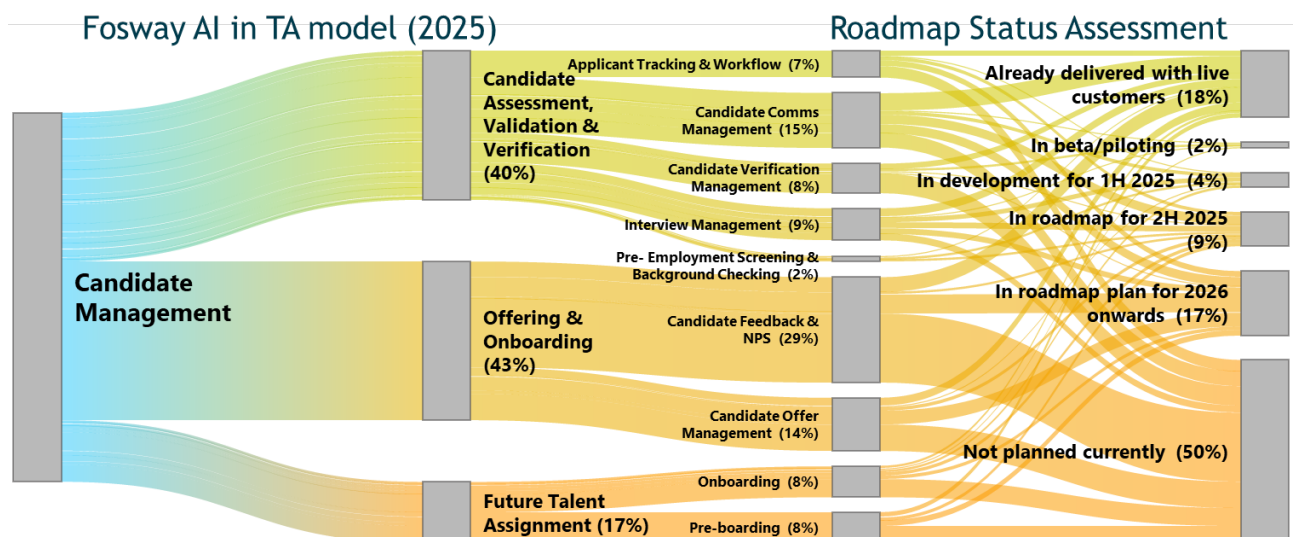

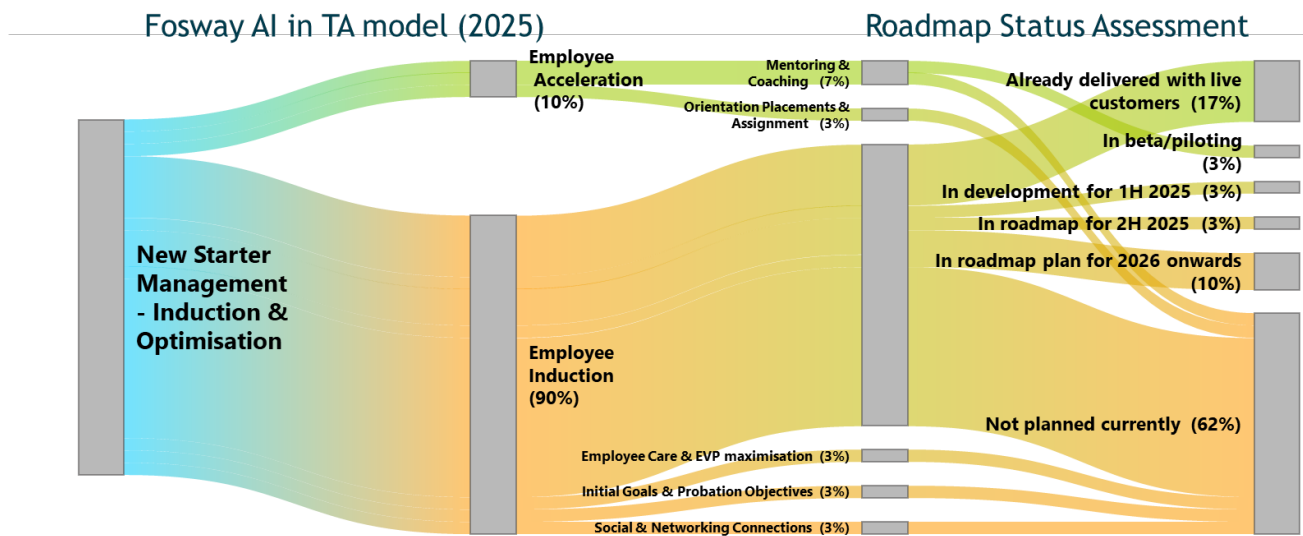*Figure 5: Fosway AI Roadmap Flow Map for Candidate Management (2025)*

Figure 6: Fosway AI Roadmap Flow Map for New Starter Management (2025)

The rest of the funnel – **New Starter Management** - is the **Cold Zone** (Figure 6), showing almost complete inactivity from talent acquisition vendors. Most AI features are not even planned. For now, TA vendors leave AI innovation here to other players – but will it be the Specialists or the HCM Suites that prioritise this gap?

AI Feature Assessment: Mainstream or Niche Play?

Our next analysis lens is to examine how specific AI features are making their way into vendor solutions, and with what time priority.

To assess this, Fosway has developed an AI Feature Segmentation model which maps every AI capability in our functional model against two primary factors: **Vendor Consensus** (the percentage of vendors with the feature on their roadmap) and **Live** (the percentage of vendors having this feature live in production).

Because 'Live' can never exceed 'Vendor Consensus', plotting both on a 4 × 4 quartile matrix enables us to recognise **five distinct segments** of AI features – **Mainstream**, **Next Wave**, **Edge Advantage**, **Mixed Consensus** and **Niche Play**. See Figure 7 and the definitions in Table 1.
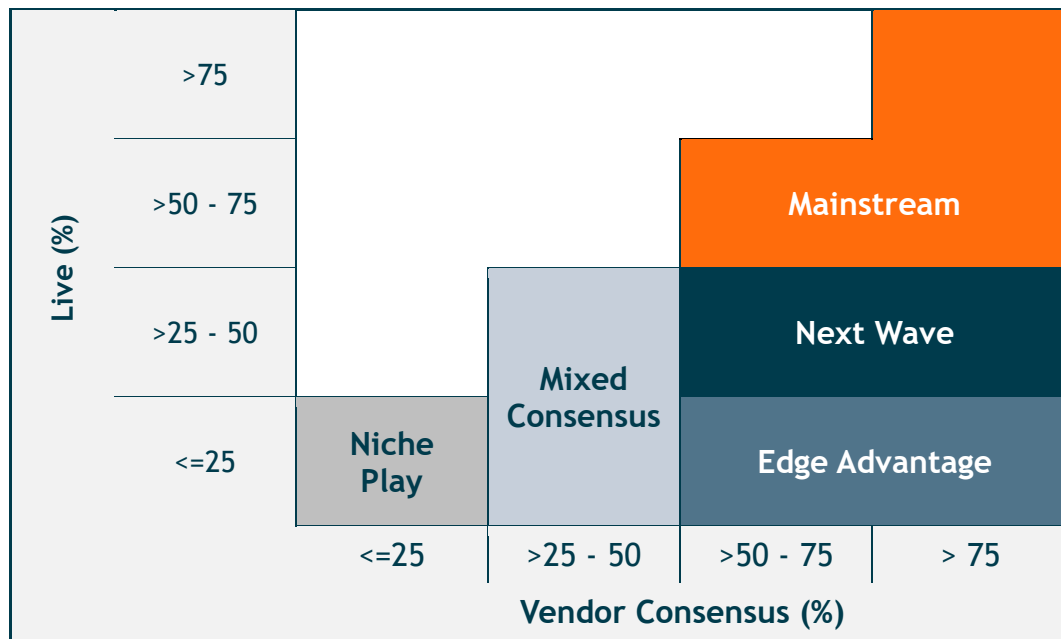
Figure 7: Fosway AI Feature Segmentation Matrix

The following table provides a detailed definition of the AI feature segments.

Feature segment	Definition
Mainstream	Feature is live with > 50% of vendors; considered mainstream functionality by vendors
Next Wave	Feature is on the roadmap for > 50% of vendors and live with 25–50% of vendors; has broad roadmap commitment and is live for use with a significant proportion of vendors
Edge Advantage	Feature is on the roadmap for > 50% of vendors but is live with ≤ 25% of vendors; vendors with live capability may have near-term competitive advantage
Mixed Consensus	Moderate support on 25–50% of vendor roadmaps; vendor opinion divided
Niche Play	Feature is on the roadmap for ≤ 25% of vendors; niche feature being developed by a limited set of vendors only

Table 1: Fosway AI Feature Segmentation Definitions

Understanding where AI features sit on the roadmap maturity curve enables HR and TA teams to prioritise investment, challenge vendor narratives, and time deployments more precisely. In particular, it helps:

1. **Expose hype versus reality** – separates roadmap talk from operational truth

2. **Signal competitive differentiation** – shows where early adoption yields advantage

3. **Improves vendor accountability** – benchmarks suppliers against market momentum

What are the Mainstream AI features in TA?

As per the segmentation, AI features can be considered **Mainstream** if they are live with a majority of vendors, and buyers should note very significant vendor consensus on them, strongly suggesting the likelihood that other vendors will follow quickly. If your current suppliers cannot demonstrate mainstream features today (or show credible plans to deliver them in the next 6–12 months), they may be falling behind. Corporates should treat these AI features as potentially non-negotiable in RFPs and as baseline operational expectations for your TA function.

Note: This does not mean that every corporate buyer must prioritise them or will require them, but since some of them are infrastructure-level requirements, most organisations will benefit from them.

Mainstream means table stakes - not optional extras.
If your vendor isn't delivering them today, it might be falling behind tomorrow.

There are **only four Mainstream requirements** currently for TA, i.e. live with more than 50% of the vendors. The following table displays the full list of Mainstream AI capabilities in TA, sorted by vendor consensus.

Mainstream AI Features – Talent Acquisition	Vendor Consensus	Live
Explainable AI - AI recommendations are explained to users	84%	55%
CV Parsing	81%	71%
Generative AI to generate job descriptions and job ads	81%	52%
Dynamic, AI-generated and AI-validated skills ontologies	77%	55%

Table 2: Fosway's 2025 List of Mainstream AI Features in the Talent Acquisition Market

Given the limited number of mainstream AI features we have provided some additional commentary.

Explainable AI (XAI) – AI Recommendations are explained to users

Increasingly, AI regulation is turning 'explainability' into a mainstream requirement. Under Annex III of the EU AI Act, any AI that ranks, screens or short-lists candidates is now deemed 'high-risk', triggering stringent obligations for transparency, audit trails and human oversight. Vendors must now explain model logic, feature weights or SHAP-style reason codes[1]. Beyond compliance, explainable AI is fast becoming a brand trust issue. Recruiting teams that can show why candidates were advanced (or not) are seeing materially higher acceptance in EMEA benchmark studies. Best-in-class TA platforms are aiming to embed 'why this match?' callouts, bias heatmaps and dispute workflows that feed back into model governance. Buyers should insist on granular role-level explanation, standardised model cards, and exportable decision logs aligned to their retention policy. Challenge suppliers on how quickly business managers (not just data scientists) can regenerate explanations after changes to data or thresholds.

CV Parsing

CV parsing is a mature feature. The capability has existed for decades, and most vendors can easily claim it. But the real differentiator lies in its sophistication, not presence. Legacy CV parsers relied on brittle keyword scraping, but state-of-the-art parsers now deploy context-aware NLP engines, trained with millions of CVs and résumés across multiple languages. The best solutions also infer leadership signals (e.g. 'managed P&L €20m'), detect hidden skill synonyms, and understand industry-specific context - all of which significantly enhance recall for diverse talent.

However, CV parsing is not an outcome in itself. Its impact is only felt when it underpins user-facing experiences, such as XAI-powered job recommendations at the point of application, or recruiter tools that deliver match scores and cut time-to-longlist. These use cases demonstrate not only the presence of CV parsing but also its true effectiveness in the real world. Buyers should challenge vendors beyond the checkbox and demand detailed figures for parsing accuracy by language, mapped outputs across their full ATS schema, and evidence of measurable downstream impact.

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[1] SHAP (SHapley Additive exPlanations) is a game theoretic approach to explain the output of any machine learning model, see further An introduction to explainable AI with Shapley values, SHAP Documentation, Scott Lundberg, 2018.

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Gen AI to generate job descriptions and job ads

Generative AI (Gen AI) to create job descriptions and job ads seemed to be the 'poster child' use case that turned any TA vendor into an AI company. Whilst Fosway's requirement asked whether the vendor provides Gen AI for both job descriptions and job ads, many vendors still only support one or the other. For job descriptions, Gen AI accelerates first drafts, tags mandatory skills and aligns levelling language, but still needs validation by compensation and legal teams. Job ads, on the other hand, are marketing artefacts optimised for reach and inclusivity. Gen AI can also help to A/B test the tone, length and channel variants of ads in minutes, but beware, as raw outputs often reproduce biased phrasing or hallucinate benefits. Data-augmented tools (e.g., outcome-trained language engines) will outperform pure LLM prompts on diversity conversion. Corporates should deploy separate prompt libraries, guardrails and approval workflows for job descriptions and job ads. They should also embed fair-language checkers before publication and capture effectiveness analytics (e.g. qualified applicants, gender balance) to continually fine-tune templates.

AI-generated and AI-validated skills ontologies

History has shown repeatedly that static taxonomies cannot keep pace with the rate of change of skills in the real world, especially if technical skills. Dynamic skills ontologies utilise AI to ingest labour market data, internal project information, and learning completion data, to re-infer skills and skill relationships daily. Like CV parsing, AI-generated and AI-validated skills ontologies are an infrastructure-layer requirement that requires user-facing experiences to provide actual impact. The living skills graph is often the core of matching engines, as well as talent marketplaces, mobility engines and skills-based workforce planning. For TA, the payoff is much more exact candidate-to-role matching and instant visibility of adjacent skills, to widen talent pools without sacrificing fit. Buyers should interrogate vendors on the provenance of their skills ontology (e.g., public vs. proprietary data), their refresh cadence, and human-in-the-loop validation. In EMEA, ensure the model also supports common multi-lingual synonyms, and demand exposure of skill confidence scores to challenge and enrich the graph.

What are the Next Wave AI features in TA?

Some AI features are not yet mainstream but are on their way to becoming so. These are the **Next Wave** features: capabilities with a broad vendor roadmap commitment and which are live with a significant proportion of vendors. They show rapid commoditisation in the market and are likely going to be added by other vendors too. TA teams should be aware of these AI features already and seek to understand the value they provide. They should also consider whether their vendor currently provides them or is at least planning to deliver them in the next six to twelve months.

With the Next Wave and other segments, there is a much larger number of AI features, so we will only list the top features, together with their vendor consensus and live percentage. For TA, there are a total of 27 Next Wave AI features.

Top Next Wave AI Features – Talent Acquisition	Vendor Consensus	Live
AI matching of candidate profiles to position profiles	81%	42%
AI recommendations of jobs for employees and candidates	74%	48%
Career site job and campaign personalisation	74%	45%
Proactive open vacancy recommendations based on skills matching	74%	35%
AI Chatbot - enquiry handling and escalation to human	74%	35%
Sourcing AI-Agent	74%	35%
Gen AI to build career site landing pages, e.g. campaign, local pages etc.	74%	32%

Table 3: Top Next Wave AI Features in the Talent Acquisition Market

The top 'Next Wave' features share an underlying theme: personalising candidate experiences and automating initial candidate engagement at scale. Whether recommending jobs directly to applicants, personalising career site pages, or using chatbots to handle initial queries, vendors are borrowing tactics from marketing and e-commerce to proactively engage talent long before human recruiters step in. The key is having accurate, multilingual skills data underpinning these features; without it, personalisation quickly becomes meaningless.

For talent leaders, this shift means that the initial phases of candidate engagement will soon become further automated and significantly more personalised - no longer passive, waiting for applicants to make the first move. Success won't be about who has the most advanced tools, but rather who has the best-quality candidate and skills data to underpin them. Yet, with increased automation will come heightened scrutiny from regulators and works councils. Companies will need robust safeguards in place to ensure fairness and transparency, or risk compliance issues across European markets.

Next Wave isn't about bleeding-edge - it's about leading better.
Pilot pragmatically, scale thoughtfully, and stay ahead of commoditisation.

What are the Edge Advantage AI features in TA?

While some AI features are on their way to becoming standard, others are still on the edge. **Edge Advantage** features have high consensus (more than 50% of vendors) but lower live momentum, with less than 25% of vendors offering the feature live. Therefore, Edge Advantage features come with higher vendor roadmap commitment and are far from being commoditised. Vendors with live features may have a competitive advantage, and because of that, if they are used by corporates, they also have the potential to deliver competitive differentiation in critical areas, such as high-volume hiring, candidate experience, or hard-to-fill roles. But they also carry risk. Vendor maturity typically varies more around the edges, and organisational readiness often lags, too. The right approach is to pilot with purpose: fund tightly scoped use cases, define outcome metrics in advance, and build in exit clauses if they do not deliver results.

Edge Advantage AI is not for every team or every situation.
Use it where the ROI is obvious, the problem hurts, and the risks stay on a tight lead.

The following table shows the top Edge Advantage AI features by vendor consensus. There are 10 Edge Advantage features in total, so we have listed them all.

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Top Edge Advantage AI Features – Talent Acquisition	Vendor Consensus	Live
Autonomous qualified candidate bank AI Agent	71%	16%
Autonomous interview scheduling AI Agents	68%	19%
Conversational recruiting	65%	19%
Autonomous candidate profile AI Agents	61%	23%
AI Avatar – Human-like avatar for AI chatbot	61%	19%
Hiring AI assistant for managers, candidates and recruitment professionals	58%	16%
Candidate in-flow AI Copilot	55%	10%
Autonomous AI Agents for different scenarios and use cases across the entire recruitment funnel and into onboarding	55%	6%
Candidate comms AI Agent	52%	23%
Skills & personal profile ingestion of LinkedIn	52%	23%

Table 4 Top Edge Advantage AI Features in the Talent Acquisition Market

Since Table 4 is sorted by descending vendor consensus, the features at the top are prioritised by proportion of vendors with those features in their roadmap, rather than the proportion that are live. The higher the consensus the more likely these are to become Next Wave or Mainstream in the near future. Recruiting teams should prioritise this list based on relevance for their business. Once your current vendor confirms whether and where your priority items sit on its roadmap, if relevant, you should use the time to create a business case, secure the budget, and begin with piloting and preparing your technology.

The common theme around those top Edge Advantage features is attempting to augment or even remove humans from the dull bits of recruiting. Autonomous agents book interviews, nurture candidate banks, draft comms, even show up as avatars to handle first contact - all running 24/7 in any language. The benefit is obvious: a hiring engine that never sleeps, slashing cycle times in volume roles and giving scarce specialist talent a concierge-level experience without adding headcount.

The catch is just as obvious: these agents have the potential to make decisions and speak on your behalf.

Thus, bad data, thin governance or a tone-deaf avatar will torch brand equity faster and at a bigger scale than any recruiter slip-up; and European regulators will have the audit trail to prove it! Early adopters should pilot narrowly, build in kill-switches, and insist on outcome-based SLAs before the tech goes feral. Get it right and you'll look like you've put recruiting on autopilot; get it wrong and you'll be apologising to candidates, works councils and the data-protection authority, all in the same week.

What about the rest?

In total, there are 89 different AI features in the Fosway model for Talent Acquisition, 41 of which are in the top three segments described above. For brevity reasons, we've focused on the main parts of the AI feature segmentation in this paper, but that obviously also leaves a lot of other features (48 to be exact) in Mixed Consensus and Niche Play too. Whilst Mixed Consensus means just that, the Niche Play segment is interesting, as by definition, not many of the vendors have those features in their roadmaps yet. If from a corporate perspective it is very relevant to you, you have a limited supply source for it and other vendors are likely to be slower to add it. Choose carefully.

For more information about all of the AI features please contact us to discuss further, including both to understand which features might be relevant, as well as the likely vendors to approach to discuss or pilot them. Read on for more information.

What about your vendors?

The main purpose of the AI Market Assessment paper was to discuss the maturity and segmentation of the AI features and to provide guidance for corporate buyers on how to assess them. But this information has been aggregated across all of the vendors in the research, what about information on specific vendors? This is very interesting as well, especially if we are trying to differentiate between roadmap hype and delivered reality. Despite the level of AI rhetoric and marketing, the TA vendors are far from equal in both the scope of their AI roadmaps or the maturity of them – especially, how much is live and available for use by customers.

The final section of this paper is therefore aiming to provide a hint (or indicative view) of the vendor-to-vendor comparison, without naming names or discussing details. The following diagram shows an aggregated (but anonymised) view of the vendors covered in the 2025 analysis of the market.

Figure 8: Fosway AI Roadmap Reality - Talent Acquisition Market 2025

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This reality graph shows how roadmap (feature breadth and ambition) compare with live reality (features live in production). Figure 8 tells a clear story of 'Who's Walking the Talk?'. In this chart:

- X-axis: shows the number of AI features already live with customers

- Y-axis: the breadth and ambition of their total AI roadmap across the TA lifecycle (including live)

Again, despite the AI market story, most vendors are clustered to the left side of the model, showing more roadmap intent than delivered reality. And out of 30 vendors included in the 2025 analysis, only a small number of vendors (four) show higher roadmap and higher live delivery.

Where does your current supplier sit in terms of AI innovation,

and where do you want your next vendor shortlist to be?

Clearly, every buyer will have specific needs, but you should pay close attention to three areas, specifically:

- Those vendors who combine strong delivery today with a credible, ambitious roadmap. These are potentially the safest bets for organisations that want to scale AI strategically

- Vendors having moderate live capabilities but are visibly investing in catching up with an extensive roadmap. They are worth shortlisting - provided roadmap claims are backed by concrete delivery

- Those offering a sound live AI foundation with a slightly less ambitious roadmap than the other two groups. They are unlikely to differentiate your organisation, but they present low risk for buyers prioritising integration or consistency

By contrast, vendors in zones with only a small amount of AI capabilities might carry a higher risk even if they have an extensive story. Some of those are likely to have a 'lot of talk' and 'little walk' and might overstate their readiness or deeper capability to bridge a growing AI roadmap gap. Other vendors just simply lack any convincing AI roadmap.

Note: Information on specific vendors is available on a private basis from Fosway, both for corporates wishing to assess their existing vendor choices or considering new ones.

Benchmarking AI Features across the TA lifecycle

The other (and probably more important) way of assessing individual vendors against the TA lifecycle, is not just by looking at the total size of their AI roadmap, but by examining where that roadmap is focused. Vendor roadmap choices will align with specific parts of the TA funnel or specialist capabilities within that funnel. Knowing how your vendors are performing and competing in specific parts of the funnel is, therefore, highly relevant and a key part of the Fosway AI Market Assessment process.

Figure 9, below, is a sample AI Roadmap Benchmarking chart for a specific (but anonymised) vendor, in this case shown at the overall level across all areas of the Fosway Functional Model for Talent Acquisition.
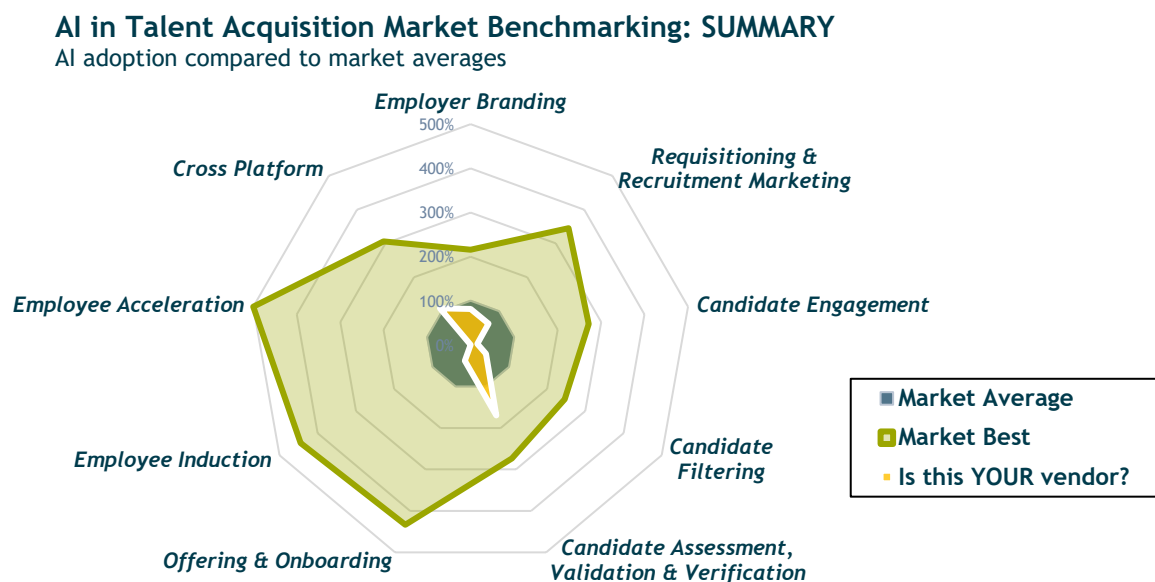

Figure 9: AI Benchmarking Chart – Anonymised Vendor vs. Market Average and Market Best

As you can see, Figure 9 shifts the lens from vision-versus-reality to assessing functional depth. The radar plot benchmarks a weighted vendor score for each element of Fosway's Talent Acquisition functional model, plotted against the market average for all vendors (blue, shown at 100%) and the current market best (green), i.e. the best rating from any vendor, capped at 500%.

This chart represents a real (and well-known) major vendor in the market. As you can see, there is a significant gap in all areas versus market best, and a number of areas where it is below market average, too. The closer your provider sits to the bull's-eye of the market average, the more your vendor is operating at or

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below the competitive AI waterline. The wider the gap between your vendor's line and the green perimeter, the more opportunity cost you might be absorbing in terms of missing AI potential. That might mean slower employer-branding reach, thinner engagement funnels, or patchy onboarding automation. Either way, it could have a significant impact on your future options for adopting AI to accelerate TA success.

In Summary

Adopting AI in Talent Acquisition is no longer a question of *if*, but *what*, *when*, and by *how much*. Our research shows that, whilst vendor AI marketing rhetoric is loud, only a narrow slice of AI functionality is actually truly live or mainstream. A second tier of features is racing toward mainstream, and a third tier includes less common AI features that might yield a decisive edge if piloted with discipline.

In this rapidly evolving AI in TA landscape, TA leaders will be forced to shift from passive listening or interest, to proactive, evidence-based orchestration of their AI agenda. Here are the five strategic actions that corporate buyers should now consider making as a response:

1. **Mandate delivery of Mainstream AI:** Don't pay extra for Mainstream AI features, as these capabilities are effectively non-negotiable in RFPs and are baseline operational AI expectations for your TA function. This does not mean that every corporate buyer must prioritise them or will require them, but since some of them are infrastructure-level requirements, most organisations will benefit from them.

2. **Plan and budget for Next Wave features:** These will likely become mainstream within 6-12 months. Prioritise pilots, governance readiness, and roadmap enforcement in contracts.

3. **Use Edge Advantage AI only where the business case is clear:** They are likely earlier in their evolution but could be highly differentiating if targeted correctly. Target high-pain, high-gain scenarios and keep rollouts tightly governed.

4. **Demand proof over promise:** Separate vendor AI ambition and marketing from demonstrable capability with demos, reference clients, and milestone-based SLAs.

And finally, and most importantly, get input from the analyst who has already done the research and can validate your thinking. Vendor benchmarking positions, roadmap assessment, and live delivery are all available as outputs of the research, as well as detailed AI feature segmentation and functional assessments.

Contact Fosway to discuss your specific vendor interests, or to help assess the AI readiness of your TA team, processes and platforms. And join Fosway's Corporate Network to get access to further insights or to engage with Fosway's analyst team to help you accelerate and derisk your buying decisions.

Call to Action: AI Pressure-test your TA Operating Model and your Vendor Choices/Shortlist

The aim of the final section of this paper is to provide an indication of how the Fosway AI Market Assessment is valuable not only to understanding AI innovation and AI roadmap maturity, but also to understanding and comparing the capabilities of different vendors too.

Given the likely importance of AI to the future operating model and platforms for TA teams, do you want to bet on a vendor that lacks a clear AI vision or appears to be late to the party and slow to deliver new AI capabilities?

The Benchmarking research (e.g. Figure 9 above) is shown at the overall level only, but our analysis looks at each of the main categories within the functional model in detail, too – **Candidate Attraction**, **Candidate Acquisition**, **Candidate Management** and **New Starter and Cross-Platform Capabilities**.

Contact us at corporateenquiries@fosway.com to discuss gaining access to the deeper data and insights, or to learn more about how your current vendors or your long- or shortlist compare.

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Vendor Insight: Phenom

This version of the paper is licensed specifically to Phenom, who are rated as follows in the 2025 AI research.

Fosway AI Feature Segmentation: Phenom vs. Feature Segments

The table below shows a summary of Phenom AI by feature segment with live capability vs. stated roadmap.

Segment	Total Features	Phenom Live	Phenom Roadmap
Mainstream	4	100%	100%
Next Wave	27	93%	93%
Edge Advantage	10	90%	90%
Mixed Consensus	28	75%	79%
Niche Play	20	5%	20%

Table 5: Fosway AI Feature Segmentation - Phenom

Vendor AI Reality Chart: Phenom

The **Vendor AI Reality Chart** shows Phenom's AI roadmap comparatively to the other vendors in this talent acquisition AI market analysis, comparing their Live delivery versus total AI roadmap (including Live).
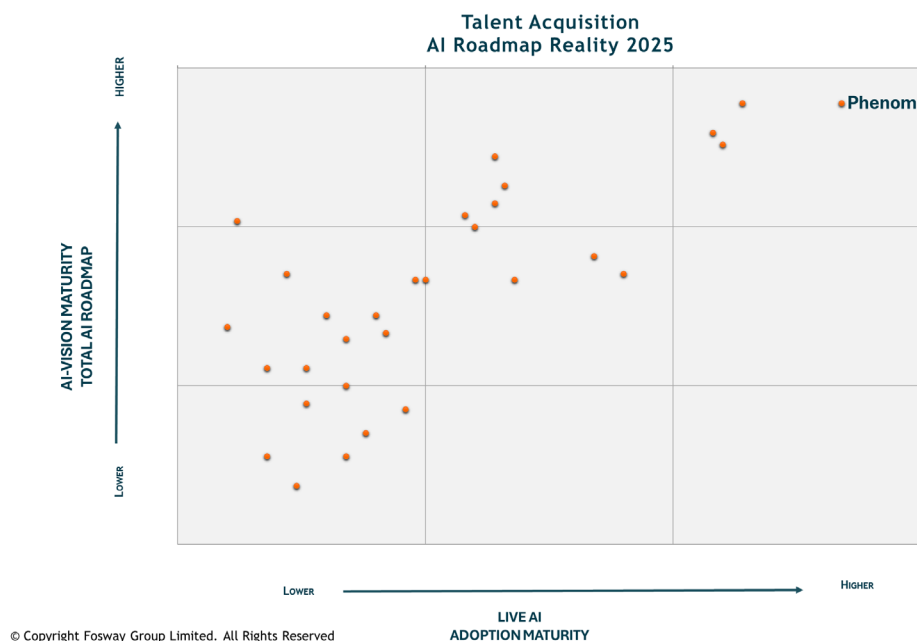

Figure 10: Fosway AI Roadmap Reality – Phenom

Vendor Market Benchmarking: Phenom

Phenom's Overall AI Benchmarking chart allows to compare the functional depth of their AI roadmap versus market average and versus 'market best' across the TA functional model.

AI in Talent Acquisition Market Benchmarking: Summary
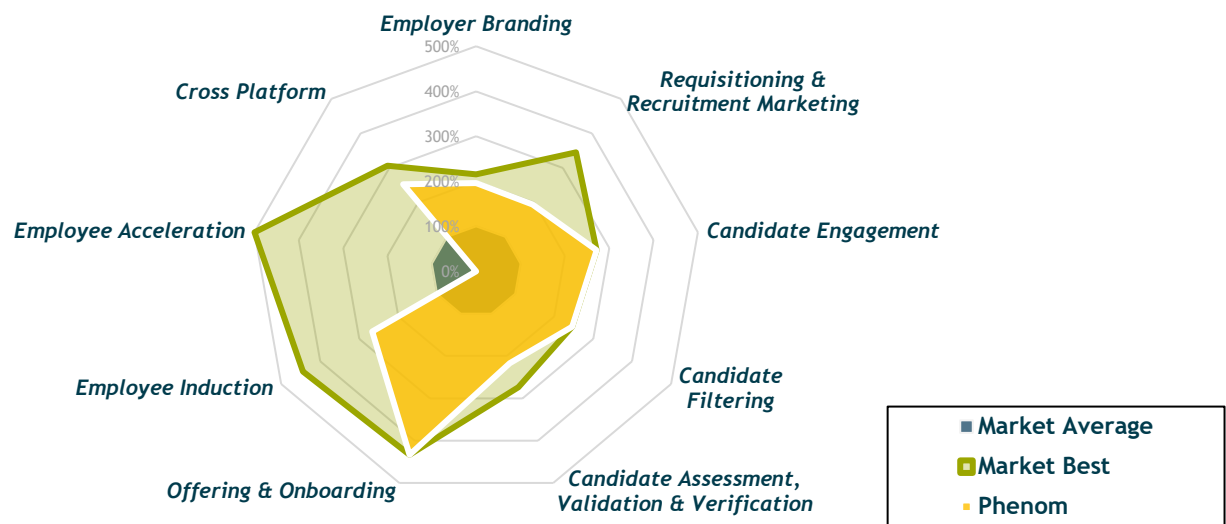AI adoption compared to market averages

Figure 11: Fosway AI Vendor Market Benchmarking – Phenom

Fosway Summary: Phenom

Overall very strong in both live AI and roadmap across Mainstream, Next Wave, and Edge Advantage segments. Also strong in Mixed Consensus.

Significantly above market average in all areas of the TA functional model, except Employee Acceleration.

Equals 'Market best' in Candidate Engagement, Candidate Filtering, Offering & Onboarding and several sub-categories underneath.

With regards to Niche Play segment, has live capability for tailored AI-Copilots for different scenarios and use cases, and several other Niche Play features on their near-term and longer-term roadmap.

Also has several additional features beyond Fosway's functional model either live or on 2025 roadmap, aimed at cost optimisation/productivity of recruiters, and candidate experience/personalisation.

About the Series: Fosway AI Insights

Fosway's AI Insights is a dedicated research programme designed to help HR, TA and learning leaders, procurement teams, and technology buyers separate AI fact from fiction. It builds on the Fosway 9-Grid™ model by offering deep, segment-specific analysis of AI maturity, vendor claims, and adoption readiness across key HR domains.

The research programme includes specific research workstreams for each of our 9-Grid™ segments as well as an aggregated analysis model for strategic AI assessment and adoption. Key elements include:

- Detailed vendor AI roadmap assessment and analysis delivered by the AI Market Assessment papers, vendor specific AI analysis and benchmarking reports

- Quantitative corporate AI trends research data including AI readiness, feature adoption intention and the consequence of AI on budgets and operational priorities and teams

- Qualitative insights on corporate adoption of AI from detailed corporate profiling research, exploring corporate experiences, adoption intentions, and consequential actions for governance and risk management

- Segment-specific guidance for Talent Acquisition, Learning Systems, Digital Learning, Cloud HR and Talent & People Success and actionable recommendations tailored to procurement, IT, and HR stakeholders

Fosway's overall goal is to cut through the market noise, exposing what corporates and vendors are really doing with AI, and to provide corporate organisations with the insights, support and advice needed to invest in AI with clarity, confidence, and control.

AI is one of the fastest moving stories in TA and HR more widely, so we are also continuing to build the research over time too. The AI Market Assessment paper is the first of a series of deliverables, and we have a second phase of the research commencing later this year too. But these papers can only provide a high-level view of the research, so if AI is an important issue for you, please contact us or join our Corporate Network to participate more directly in the research and get answers to your specific questions too.

Recommended Fosway reading

For further Fosway analysis on this topic, please refer to the following papers or resources.

- Fosway 9-Grid™ for Talent Acquisition

- TA Realities Research including AI Infographics

- Working Miracles for the Wider End of the Funnel

- Fosway 9-Grid™ for Cloud HR

- Fosway 9-Grid™ for Talent & People Success

Accelerate and De-risk

To talk to us about our research on learning and talent systems, or to discuss what it might specifically mean for your organisation please contact us directly.

We will use our independent expertise to provide you with the guidance you need to accelerate and de-risk your decisions. We have a wealth of experience, tools, research and profiles at our disposal. We don't have any products to sell, and we have no vested interest to bias your outcomes. We concentrate on pragmatic, independent advice.

Accuracy of Information and Warranties

The analysis and recommendations made in this document are based on the information currently available to Fosway and from sources believed to be reliable. Fosway disclaims all warranties as to the accuracy, completeness or adequacy of such information. Fosway will have no liability for errors, omissions or inadequacies in the information contained herein or for interpretations hereof.

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What to do next

Make better HR and TA buying decisions faster

Whether you are validating your requirements, or determining the best vendor shortlist, we have the data and tools you need to get you to the answers faster and effectively. That's what Fosway does.

Transforming HR and changing systems impacts your entire workforce. Now more than ever, these decisions need to be made quickly and to show a positive impact early. Fosway's Analyst team relieves the pressure by leveraging the latest research and decision-making tools, backed by thousands of data points and conversations that go behind every 9-Grid™.

Accelerate your search, de-risk your selection, make better decisions faster.

Our corporate engagement model is designed to help companies rapidly validate their strategy and solution options, as well as the vendors that best meet their needs. As the #1 European HR Analyst, we have the data and insight to provide answers quickly. And unlike consulting firms and vendors, we don't have a vested interest in what you choose – just that you make the best choice! Contact us to discuss becoming a member of the **Fosway Corporate Network.**

Corporate members get direct access to the most experienced HR industry analyst team in Europe. We provide you with a 'critical friend' for independent expert advice and feedback, access to the best research on HR, talent and learning in Europe, and analyst services to make the best decisions faster and deliver successful people strategies.

Why start your procurement process from scratch when we already have the research and insight to help you make better supplier decisions much faster?

As well as accessing the best existing research and market insight, you also have the security of knowing that we are completely independent and don't have a vested interest the outcome, other than ensuring it's the best decision for your organisation and your people. To find out more, please contact us at corporatemembership@fosway.com or by phone on **+44 (0)20 7917 1870**.

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About Fosway Group

Fosway Group is Europe's #1 HR Industry Analyst focused on Next Gen HR, Talent and Learning. Founded in 1996, we are known for our unique European research, our independence and our integrity.

For over 25 years, we have been analysing the realities of the market, and providing insights on the future of HR, Talent and Learning. Fosway analysts work extensively with our corporate clients to understand the inside story of the challenges they are facing, and their real experiences with next gen strategies, systems and suppliers. Our independent vendor analysis also provides a vital resource when making decisions on innovation and technology.

And just like the Roman road we draw our name from, you'll find that we're unusually direct. We don't have a vested interest in your supplier or consulting choices. So, whether you're looking for independent research, specific advice or a critical friend to cut through the market hype, we can tell you what you need to know to succeed.

Example clients include: Alstom, Aviva, Boots UK, BP, BT, Centrica, Faurecia, HSBC, International SOS, Lloyds Banking Group, Novartis, PwC, Rolls-Royce, Royal Bank of Scotland, Sanofi, Shell, Swiss Re, Telefonica, Thomson Reuters, Toyota Europe, and Vodafone.

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About Phenom

Phenom is an applied AI company that helps organizations hire faster, develop better and retain longer. By uniquely combining proprietary industry-specific AI, agentic AI, automation and personalized experiences, its Intelligent Talent Experience platform helps companies fundamentally reshape their HR processes and strategies for scalable and sustainable transformation. Driven by a purpose to help a billion people find the right work, Phenom takes a holistic approach that unifies the entire talent journey, augmenting human capabilities and creating a symbiotic relationship between technology and talent.

Phenom has earned accolades including: Inc. 5000's fastest-growing companies (5 consecutive years), Deloitte Technology's Fast 500 (4 consecutive years), 11 Brandon Hall 'Excellence in Technology' awards including Gold for 'Best Advance in Generative AI for Business Impact,' Business Intelligence Group's Artificial Intelligence Excellence Awards (3 consecutive years), The Cloud Awards 2025/2024, The A.I. Awards 2024, and a regional Timmy Award for launching and optimizing HelpOneBillion.com (2020).

Headquartered in Greater Philadelphia, Phenom also has offices in India, Israel, the Netherlands, Germany and the United Kingdom.

For more information, please visit www.phenom.com. Connect with Phenom on LinkedIn, X, Facebook, YouTube, Instagram and TikTok.