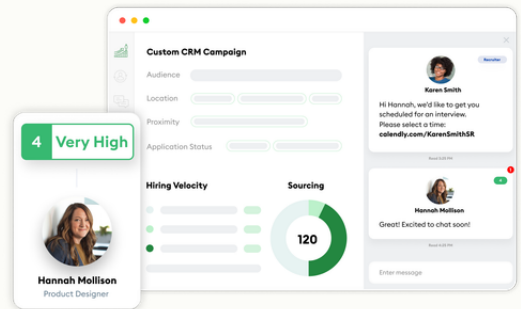


# SmartRecruiters vs. SAP SuccessFactors

## Feature Comparison

### Overview

SmartRecruiters and SAP SuccessFactors Recruiting are both strong enterprise platforms. SmartRecruiters differentiates itself through a more intuitive user experience, faster deployment, greater flexibility, and **reduced administrative effort for recruiters and hiring teams.**



### Why Customers Love SmartRecruiters:

Features that accelerate hiring for our customers globally



#### Effortless User Experience

- An intuitive, mobile-friendly interface that's easy to use for both recruiters and hiring managers.



#### Seamless Interview Scheduling

- Automated scheduling for 1:1, panel, group, and event interviews, with built-in tools to manage and reschedule all in one place.



#### Unified CRM

- Built-in recruitment marketing capabilities to nurture top talent from a single platform.



#### Embedded AI at Every Step

- Embedded AI for sourcing, matching, screening, and engagement within recruiter workflows, boosting productivity without extra tools.



#### Configuration Flexibility

- Configure workflows with drag-and-drop tools and custom templates, and manage AI rollouts centrally so they align to how your teams hire.



#### Candidate Experience

- Intuitive, AI-supported application experiences keep candidates informed and engaged from their first interaction through to hire.

## Feature Comparison - Configurability and Scalability

Feature	SmartRecruiters <small>An SAP company</small>	SAP SuccessFactors Recruiting
<b>Configurable Hiring Workflows</b>	Drag-and-drop hiring processes allow teams to design workflows for different hiring types (e.g., high-volume, campus, professional, executive) within one platform.	<i>Multiple workflow templates supported but typically require deeper configuration and administrative setup.</i>
<b>High-Volume &amp; Professional Hiring in One Platform</b>	Supports both rapid, high-volume hiring (bulk actions, automation, simplified applications) and structured professional hiring workflows within the same environment.	<i>Hiring models are supported but often managed through separate configuration approaches and templates.</i>
<b>Multi-Brand Recruiting</b>	Manage multiple brands, business units, or regions within a single instance, each with dedicated career experiences, workflows, and branding while maintaining shared data and governance.	<i>Multi-brand supported through career site configuration with a more segmented setup model.</i>
<b>Hiring Process Flexibility</b>	Include multiple assessments, background checks and other tools throughout your processes, ensuring you are capturing all necessary candidate requirements.	<i>Limited to including one assessment or background check in a hiring process.</i>
<b>Flexible Job Configuration &amp; Approvals</b>	Dynamic fields, configurable logic, and flexible approval workflows reduce admin effort and allow hiring processes to adapt quickly.	<i>Structured configuration model often requires administrative updates or template changes.</i>
<b>Unified CRM &amp; Talent Pipelines</b>	Built-in CRM enables proactive talent pooling, segmentation, and nurture campaigns directly within recruiting workflows.	<i>CRM capabilities typically extended through partner solutions or integrations.</i>

## Feature Comparison - Automation, Collaboration, and Hiring Execution

Feature	<b>SmartRecruiters</b> <small>An SAP company</small>	<b>SAP SuccessFactors Recruiting</b>
<b>Bulk Actions &amp; Recruitment Automation</b>	Perform bulk candidate actions including communications, interview scheduling, status updates, and workflow automation — ideal for high-volume hiring.	<i>Bulk updates supported but often require navigating multiple workflows or manual coordination.</i>
<b>Automated Interview Scheduling &amp; Rescheduling</b>	Automated scheduling for 1:1, panel, bulk, and event interviews with candidate self-service rescheduling via email, SMS, and WhatsApp.	<i>Interview updates commonly require cancelling and re-issuing invitations; limited native messaging channels.</i>
<b>Multi-Channel Candidate Communication</b>	Native communication across email, SMS, WhatsApp, Microsoft Teams, and Slack with full conversation history in one place.	<i>Communication primarily email-based; additional channels require integrations.</i>
<b>Unified Candidate Profile &amp; Duplicate Management</b>	Single candidate profile consolidating applications, communications, and CRM activity with automatic duplicate detection and merging.	<i>Duplicate management handled manually; candidate activity may span multiple records.</i>
<b>Hiring Manager Collaboration</b>	Feedback, approvals, and collaboration available directly within familiar tools and mobile experiences, improving adoption across hiring teams.	<i>Hiring manager workflows often rely on structured navigation and additional training.</i>
<b>Flexible Candidate Experiences</b>	Configurable application journeys tailored by hiring type — from quick-apply hourly roles to detailed professional applications.	<i>Application experiences configurable but typically more template-driven.</i>

# SmartRecruiters Impact

Results and quotes from our customers

Customers with Winston products are already using them on **over 56% of their jobs.**

We selected SmartRecruiters because only they can deliver on a global scale a product that is compelling for candidates, hiring managers and recruiters.

**- Bosch**

## **Colliers EMEA**

A consistent direct hiring rate of

**>80%**

Reduced agency-based sourcing per year to

**7%**

Retention of first-year hires improved by

**25%**

## **Frasers Group**

**50%**

Fewer job ads

**25%**

Fewer candidate drop-offs

People just intuitively knew how to use SmartRecruiters.

**- Deloitte NL**

## **JYSK**

**64%**

Reduction in time to hire

## **Anglo American**

**<1 min.**

Application processing time (prev. 2-3 weeks)