Your guide to building stickier HR products using integration data

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Product integrations, or integrations that are built between your HR and/or recruiting product and your customers' applications, allow you to access anything from high-level information to nuanced details on customers' employees and candidates.
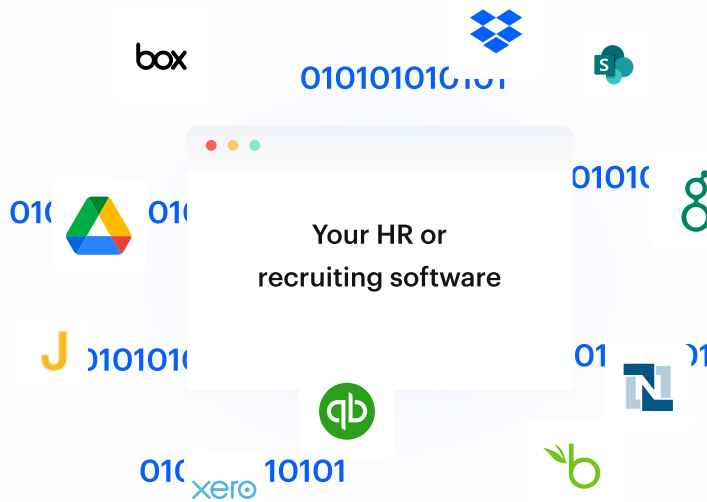
The data from product integrations is not only exhaustive but also accurate and predictable. Here's how these attributes can, in turn, benefit your large language model's outputs:

Comprehensive	By consistently retrieving a variety of data at a high volume for your large language model (LLM), you'll be able to build a diversity of AI features.
Accurate	Clients are diligent about maintaining their systems of record (e.g., HRIS solution). Moreover, the integrations can be API-based, which unlike other methods, like manual file uploads, allows your product to receive data quickly and in the structure you expect and want.
	Given all this, you're only feeding your LLM correct data, which helps it provide high-quality outputs, consistently.

Why product integration data is critical for your AI features

By using product integration data to power your AI features, you're giving your organization a competitive advantage.

> **You're freeing your engineers from finding other sources of data. They can focus their time and energy instead on the work they're uniquely equipped to perform and likely enjoy the most: building out and enhancing your core products.**

To make these points more tangible and actionable, we'll explore real-world examples of how HR and recruiting software companies use product integration data to develop best-in-class AI features as well as different ways to build these integrations.

How HR and recruiting software solutions use integration data to power AI features

Assembly uses file storage integration data to fuel an intelligent search experience
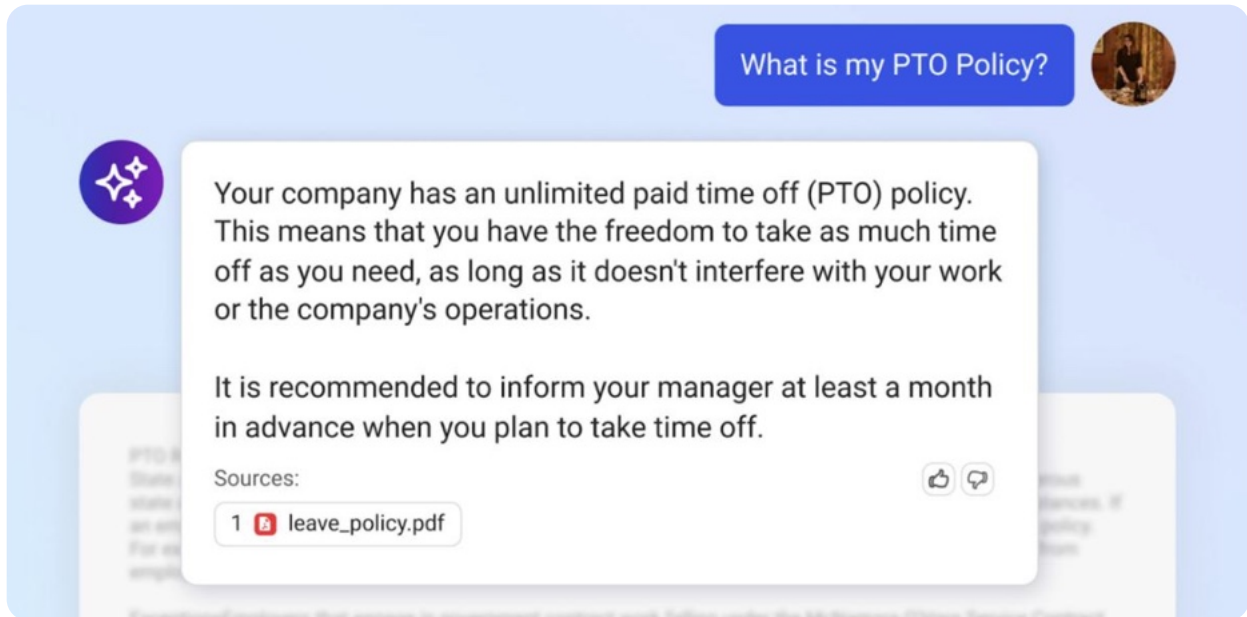

Assembly—which provides a portfolio of HR solutions to help teams communicate, manage workflows, find information, and more—wanted their intranet solution's search functionality to deliver more personalized, useful results.

To help them do this, they used Merge's File Storage Unified API to build customer-facing integrations for Box, SharePoint, Dropbox, and OneDrive.

Once a client adopts one of these integrations, Assembly can process their documents' information and embed the documents in a vector database, which they can then use to power their natural language search. The result is "Dora AI", an intelligent search experience that can directly answer employees' questions and provide the documents sourced in its responses.

Fetcher uses ATS integration data to recommend high-fit candidates
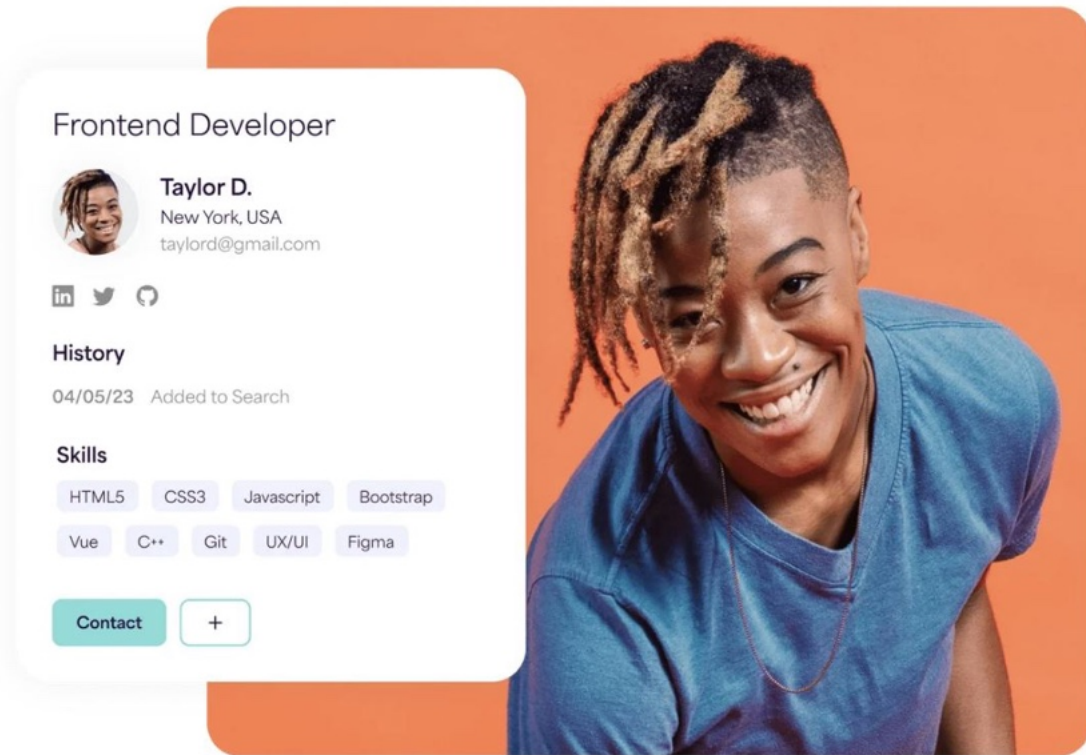
Fetcher offers an AI solution that helps recruiters source and nurture target candidates for certain roles.

To help their ML model continually recommend better candidates for each customer, Fetcher integrates with every customer's ATS solution and pulls in data that reveals the types of candidates who go far in the interview process. This includes fields like the candidate's status, employer, and job title.

BrightHire uses ATS integration data to help recruiters assess interviewers

BrightHire offers a copilot that supports interviewers, hiring managers, and recruiters throughout the hiring process.

To better support recruiters, BrightHire wanted their AI copilot to provide insights on the topics interviewers cover with candidates and whether there are notable gaps in those conversations.

BrightHire uses ATS integration data to help recruiters assess interviewers

To that end, BrightHire integrates with customers' ATS solutions, ingests the open roles' job descriptions from the ATSs, and feeds this data to their copilot's underlying LLM. From there, the copilot can determine the top skills and competencies for each customer's open role.

This allows the copilot to include insights on the critical skills that were and weren't covered adequately for a specific candidate (or all of the candidates for an open role) when summarizing the topics discussed in interview loops.

Options for building customer-facing integrations

Using in-house developers
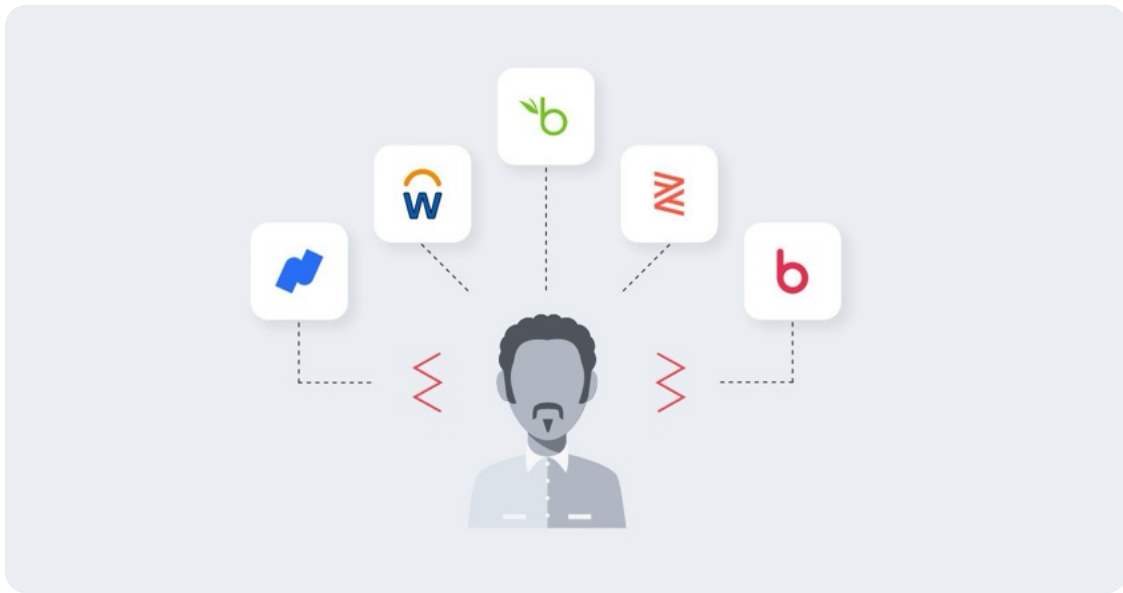
Your most obvious option for providing product integrations is tasking your existing developers with building and maintaining them.

Unfortunately, this approach comes with several drawbacks.

For one, it's incredibly difficult for engineers to build deep integrations, or integrations that can access and sync a wide range of objects and fields. This, in turn, prevents your LLM from getting key data from customers.

Also, when in-house integrations break, the process of fixing them can be extremely lengthy, causing you to fail to retrieve a meaningful scope of important data. Your LLM can, as a result, operate without the data it needs to support your features effectively.

And finally, the process of building and maintaining in-house integrations is lengthy and resource intensive. Your team will likely need to pick and choose the integrations that get built—and those that need to move to the backlog. This'll lead many of your clients to be unable to access your AI features, or use them with minimal personalization.

Utilizing an embedded integration platform as a service
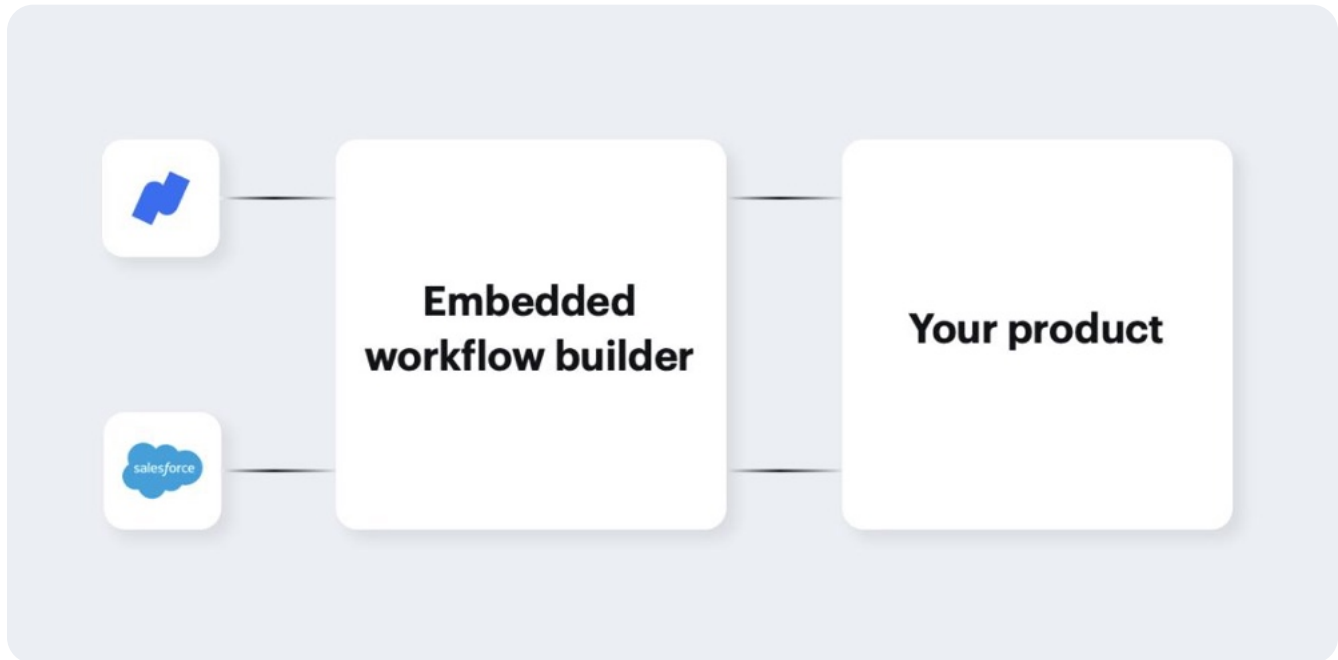
You might also evaluate an embedded integration platform as a service (iPaaS), which allows you to build one customer-facing integration at a time through a workflow builder UI.

You can build integrations faster than native builds by using the embedded platform's wide range of pre-built connectors. And you can build deeper integrations, as each connector lets you access a wide range of endpoints. Taken together, you'll be able to gather a more diverse set of data from clients' applications, faster, allowing you to get higher quality outputs from your LLM.

Utilizing an embedded integration platform as a service

However, the platform still forces you to build one integration at a time and it requires a certain level of technical expertise to use, which can prevent your team from scaling your integration builds successfully.

In addition, an embedded iPaaS solution lacks the management tooling you need to diagnose and address integration issues effectively. Like native builds, this leads your integration issues to go unresolved for extended periods, which prevents your LLM from collecting the data it needs to provide reliable results and evaluations.

Leveraging a unified API platform
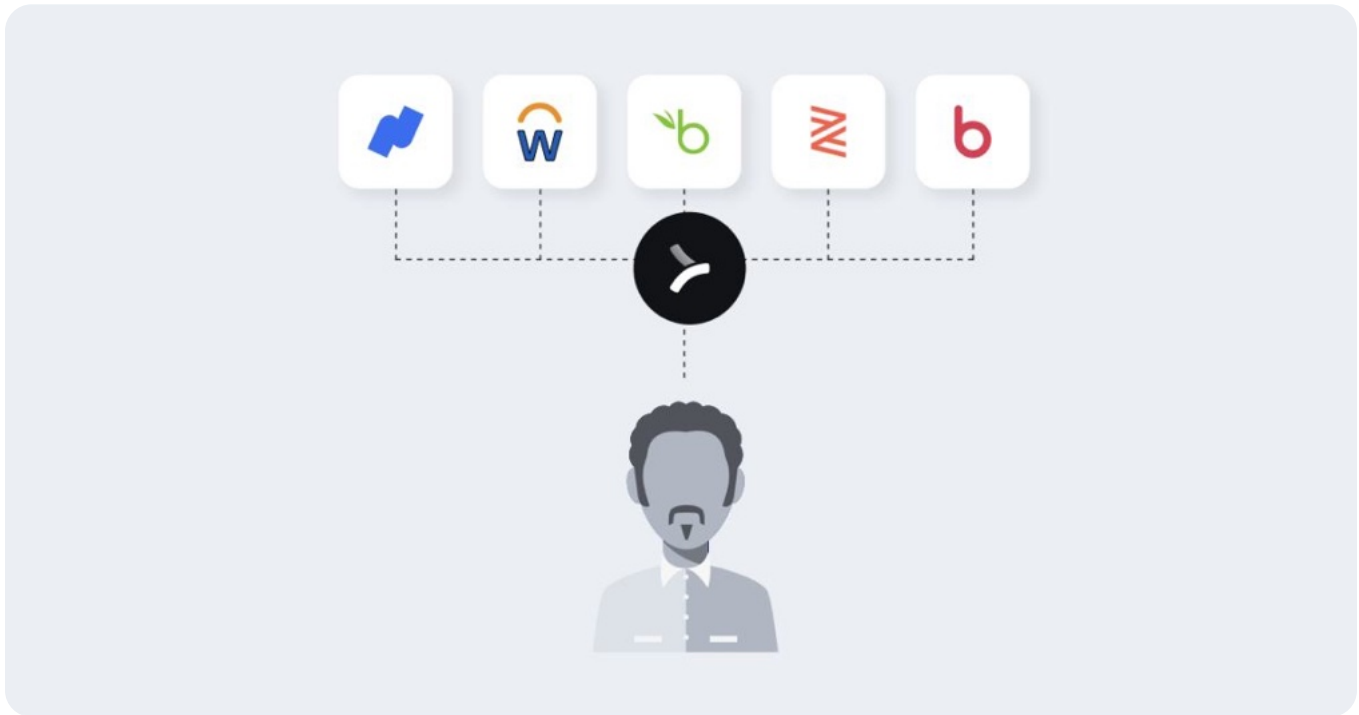
A unified API platform lets you build to a single, aggregated API to offer hundreds of integrations to your product.

Since a unified API platform allows you to offer dozens of integrations in a matter of weeks, you can use it to access all of your clients' data within a short timeframe. In addition, through Merge, the leading unified API solution, you'll get access to comprehensive Common Models for each unified API, along with advanced features—like Field Mapping—to build highly-custom, deep integrations.

Merge also provides a suite of Integration Observability features. They, coupled with Merge's integration maintenance support, help your integrations experience little downtime—which enables your LLM to gather all the data it needs over time.

Leveraging a unified API platform

> **Finally, since Merge provides normalized data to your product, your LLM will be better positioned to generate high-quality outputs consistently.**
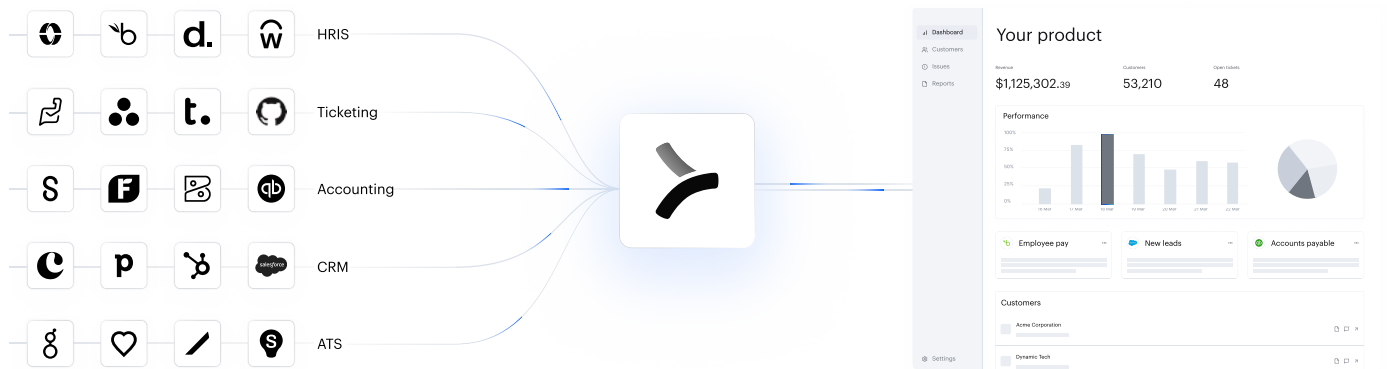
Learn more about how Merge powers AI features for HR and recruiting companies like BrightHire, Fetcher, Assembly, Guru, among others, and uncover how Merge can provide your product with LLM-ready data by scheduling a demo with one of our integration experts.