

Tribepad launches AI talent acquisition capability

New research highlights deep mistrust in recruitment fairness. Tribepad Sidekick aims to close the gap.



Sheffield, South Yorkshire Nov 13, 2025 ([IssueWire.com](https://www.issuewire.com)) - Tribepad, the UK's leading talent acquisition platform, has unveiled Tribepad Sidekick, its new AI-enabled feature set to redefine the hiring experience for candidates and recruiters alike. Sidekick empowers organisations to hire smarter, faster, and more fairly.

Tackling bias and mistrust in hiring

Fresh research commissioned by Tribepad into attitudes to AI in recruitment shows that 61% of candidates believe "cultural fit" is often used as an excuse for unfair hiring decisions. Although 80% trust human recruiters more than AI, 36% admit they do not trust humans either, underlining widespread scepticism across the recruitment landscape. Tribepad's AI capability is designed to empower recruiting teams and hiring managers to make faster, better informed decisions, and cope with the high volume of applications needing analysis.

"Our research shows candidates are losing faith in fairness, and efficiency is a growing challenge too. With some roles seeing hundreds of applicants, recruiters are spending huge amounts of time reviewing CVs or creating shortlists from only a fraction of the candidates, potentially missing out on great people. Sidekick can score every application in seconds, making the process faster, fairer, and less risky, while leaving final decisions where they belong: with skilled human recruiters," said Neil Armstrong, Chief Executive Officer at Tribepad.

Features designed for transparency, fairness, and efficiency

Sidekick reviews every application consistently, ensuring no candidate is overlooked and reduces the risk of strong applicants being missed. Sidekick streamlines job application management and applicant handling with AI features included:

- **Salary suggestions:** AI-powered benchmarks based on role and location, ensuring competitive and fair pay ranges.
- **Skills generation and ranking:** Suggests role-relevant skills, allows recruiters to weight their importance, and standardises terminology with a fixed skills ontology.
- **Advert creation:** Generates editable job adverts, with optional bias checking for readability, gendered language, and length.
- **Candidate scoring:** Provides role-specific scores based on skills, experience, education, and application quality, with a clear justification for how each score is calculated.
- **Question-led candidate search:** Enables recruiters to use natural language questions to probe CVs and instantly surface relevant information.
- **Strengths/weaknesses analysis:** Breaks down each application into strengths and weaknesses to help recruiters make balanced decisions.

- **Skills extraction from applications:** Pulls out candidate skills directly from CVs and applications for more accurate matching and comparison.
- **Application summaries and interview support:** Summarises strengths and gaps, suggests tailored interview questions, and in future phases will prompt candidates to expand on weaker areas before submission.

Tribepad has developed Sidekick in-house using Amazon's Bedrock platform with Anthropic Claude, keeping data secure, tightly controlled, and ethically managed. Leveraging HrFlows' multi-layered AI-powered HR data automation platform, Sidekick also scores and summarises candidate application data, offering an additional layer of insight and efficiency. Early testing with customers shows Sidekick consistently predicts strong candidates, giving recruiters confidence in both its fairness and accuracy.

Human and AI: the future of fairer hiring

Rather than replacing human judgement, Sidekick gives candidates a fairer chance by highlighting their strengths and ensuring their application is seen in full.

Armstrong added: *"Sidekick will never reject a candidate. It is there to provide insight, consistency, and efficiency, giving recruiters more time to do what only humans can: build relationships, spot potential, and make the final call."*

A new chapter for recruitment technology

Sidekick represents Tribepad's biggest ever product investment and signals a deliberate step-change in the industry. Tribepad has taken a considered approach, mapping the recruitment journey end-to-end and embedding AI where it truly adds value.

By combining transparency, consistency, and efficiency, Sidekick helps recruiters make better decisions while giving candidates greater confidence that they are being assessed fairly.

More details can be seen at <https://tribepad.com/sidekick/>

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