Indeed: AI matching and hiring products, and the 2025 job cuts

IMPLEMENTED 2025–2026 · TECHNOLOGY AND SOFTWARE · JAPAN · BAND C · CLAIMED ONLY

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Recruit Holdings, which owns Indeed and Glassdoor, says it uses predictive and generative AI to match job seekers and employers. Its FY2025 results report segment revenue up 6.3% and a screening feature with a 20% shorter time to hire in early US tests, while median time to hire rose to 30 days. In July 2025 it cut about 1,300 HR Technology jobs and gave no specific reason.

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NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: Predictive AI and machine learning for job matching and recommendations, with generative AI tools and AI-powered screening and sourcing features, as described by Recruit.

Implemented: 2025–2026. Grade: band C, Process change, Claimed only.

Headline result, as reported: Recruit reports AI-based matching on Indeed and HR Technology revenue of 1,458.4 billion yen in FY2025 (+6.3%); about 1,300 jobs (6%) cut in July 2025 with no reason given

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Recruit Holdings Co., Ltd. (Indeed and Glassdoor). Japanese holding company that owns Indeed (acquired 2012) and Glassdoor (2018), per Reuters. Its HR Technology segment had about 20,000 employees in July 2025, per Reuters. This synopsis covers Indeed's AI products and the 2025 job cuts, not Recruit's staffing business. Canvas block: 3. Customers and proposition. Also 6. Data and technology, 5. People and skills.

Business challenge

The challenge. Recruit says improving the match between job seekers and employers is vital to Indeed's two-sided marketplace, and it has set a goal of halving the time it takes job seekers to get hired by FY2030, measured as time to hire on Indeed.

How it was addressed. Recruit says it uses predictive AI and machine learning on historical and real-time signals to recommend jobs and candidates, and generative AI tools to explain recommendations. It lists AI-powered products including Indeed Smart Screening, Indeed Smart Sourcing and a Job Description Generator. In July 2025 its HR Technology segment announced a reduction of about 1,300 employees, and Glassdoor operations were integrated into Indeed. [1] [2] [3] [4] [5]

Who implemented it

In-house (In-house): Develops and operates the matching and hiring products, according to Recruit..
Any model provider or other partner is not reported in the sources used.

Technology (SEAM pillar E)

SEAM types: T8 Predictive / ML models. Deployment: Not reported. Vendors and products: Indeed Smart Screening, Indeed Smart Sourcing, Job Description Generator, Job recommendations.

Where it was built in: Built into Indeed's job matching marketplace and employer hiring products. Recruit says its AI is developed from expertise within the Recruit Group.

What changed

Before (December 2024): median time to hire on Indeed was 24 days. After (December 2025): 30 days, which Recruit presumes is at least partly due to the US macroeconomic environment. Employers using Smart Screening saw a 20% average reduction in time to hire in early US testing. The segment's structure changed: about 6% of its workforce was cut and Glassdoor was folded into Indeed. [1] [2] [3] [4] [5]

What it cost

Not reported for the AI programme. Recruit says the financial impact of the workforce reduction was already largely included in its FY2025 guidance, which it left unchanged. Amount: Not reported.

What it saved

Not reported [1] [2] [3] [4] [5]

Governance and control

Recruit's release gives no reason for the cuts. In a memo reported by Reuters, the CEO wrote that "AI is changing the world, and we must adapt by ensuring our product delivers truly great experiences for job seekers and employers". Bias testing, audit or regulator review of Indeed's AI features: Not reported in the sources used.

S2 · Accountable owner · Claimed
Recruit's CEO, Hisayuki Idekoba, comments on the HR Technology segment's AI strategy and targets in the results summary. [3]

A1 · Safe use · Not reported
Not reported.

A2 · Human in the loop · Claimed
Recruit says Smart Screening saves time while retaining full control over hiring decisions for employers. [2]

A3 · Monitoring and assurance · Claimed
Recruit tracks time to hire and hires per minute on Indeed as measures and changed its time-to-hire method from mean to median in FY2025. [2]

A4 · Vendor AI · Not reported
Not reported.

A5 · Agent controls · Not reported
No agents described.

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

– Recruit reports FY2025 HR Technology revenue up 6.3% to 1,458.4 billion yen and a record segment EBITDA+S margin of 37.7%, and its CEO describes an AI-driven virtuous cycle of better matching that supports growth (the company's account).

– Early US testing of Indeed Smart Screening showed a 20% average reduction in time to hire (Recruit's figure).

DID NOT

– Median time to hire on Indeed rose from 24 days to 30 days between December 2024 and December 2025.

UNPROVEN

– Whether AI caused the revenue growth: the CEO describes an AI-driven virtuous cycle; no independent test is reported.

– Whether the July 2025 cuts were driven by AI: Recruit's release gives no reason; Reuters reported the CEO memo and a shift in focus towards AI; The Register wrote the cuts could be AI replacing jobs or a correction after over-hiring. No source confirms either.

– The sample, period and method behind the 20% time-to-hire figure: Not reported beyond "early testing in the U.S.".

– Fairness or bias performance of Indeed's AI features: Not reported.

Timeline

May 2025 CEO Hisayuki Idekoba tells a JPMorgan conference that about one-third of Indeed's programming code is written by AI and teams should redesign operations with AI [5]

Jul 2025 Recruit announces a reduction of about 1,300 employees, about 6% of its HR Technology workforce [1]

Jul 2025 Reuters reports a CEO memo: Glassdoor operations to be integrated into Indeed; the company gave no specific reason for the cuts [4]

Oct 2025 Glassdoor CEO Christian Sutherland-Wong leaves the company, effective 1 October [4]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: C, Process change. Proof: Claimed only. Level of change: Process change.

Level 2, process change: AI-based screening and matching are described as part of how hiring on Indeed runs. Level 3 would need a source tying the job cuts and Glassdoor merger to a redesign around AI; Recruit's CEO said in May 2025 that teams should redesign operations with AI, but no source attributes the 2025 restructuring to it.

Band C, level 2: Recruit describes AI-based matching and screening as part of how Indeed's marketplace works, including a screening feature that changes how employers shortlist. The reported effect is mixed: a 20% shorter time to hire in early tests for one feature, and a median time to hire that rose from 24 to 30 days overall, which Recruit presumes is partly due to the US economy. Recruit's release gives no reason for the job cuts. Band B could be argued if a source tied the cuts and the merger of Glassdoor into Indeed to a redesign around AI; none does beyond the CEO memo quoted by Reuters. The marker is Claimed only because the results are Recruit's own.

The SEAM view and lessons learnt

The synopsis separates three things the sources keep apart: what Recruit says its AI does for matching, what its own measures show (time to hire rose overall while one feature shows a 20% fall in early tests), and why it cut jobs (no reason given in its release). For any larger organisation the transferable point is to publish outcome measures including the ones that move the wrong way, and to say plainly whether a restructuring is linked to AI.

1. Publish outcome measures, including the ones that worsen.
2. State plainly whether a restructuring is linked to AI.
3. Commission independent checks of AI that screens or ranks people.

Evidence

Score 1 of 4. Own account: Recruit's published results and statements, with press reporting on the job cuts. No independent evaluation of the AI products.

Evaluation method. Company results documents (FY2025, 15 May 2026) and press release, read with Reuters and The Register reporting; no independent check of the AI effects.

Sources disagree. Headlines tie the cuts to AI. Recruit's release gives no reason, and Reuters wrote that the company did not provide a specific reason. Reuters says the cuts span all

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/indeed-recruit-holdings-ai-matching-and-job-cuts

[1] Recruit Holdings: HR Technology Segment Announces Workforce Reduction (11 July 2025)
https://recruit-holdings.com/en/newsroom/20250711_0001/

[2] Recruit Holdings: Consolidated Financial Results for FY2025 (15 May 2026)
https://file.recruit-holdings.com/files/en/Recruit_202603Q4_earnings_en.pdf

[3] Recruit Holdings: Announces Full-Year 2025 results summary (15 May 2026)
https://file.recruit-holdings.com/files/en/Recruit_202603Q4_summary_en.pdf

[4] Reuters via The Star: Indeed, Glassdoor to cut 1,300 jobs amid AI integration, memo shows
https://www.thestar.com.my/tech/tech-news/2025/07/11/indeed-glassdoor-to-cut-1300-jobs-amid-ai-integration-memo-shows

[5] The Register: Looks like 1,300 Indeed and Glassdoor staffers will need their former employer's websites
https://www.theregister.com/2025/07/12/indeed_glassdoor_layoffs/

Recruit Holdings Co., Ltd. (Indeed and Glassdoor) website: https://recruit-holdings.com

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