

EXECUTIVE SUMMARY

Seen Rarely. Chosen Almost Every Time It Is Seen.

HR Consulting · Point in Time Analysis · July 2026
80 AI conversations · 20 buyer prompts · 4 model families · 4 buyer personas · 112 brands tracked

Across 80 conversations spanning four buyer personas and four AI models, **TalentNet Group appears in 16**, one answer in five. Where it does appear, it wins the answer outright 69 percent of the time, at an average rank of 1.44, a conversion rate well above what reach alone would predict. This is not a credibility problem, it is a reach problem, and it is concentrated almost entirely in two surfaces: Google AI Overviews (5% visible) and Claude Sonnet 4.6 (0% visible), while Gemini 3.5 Flash alone carries the majority of the visibility TalentNet Group has. Manpower Vietnam and Adecco are named ahead of it on the leaderboard, but neither converts as consistently once buyers actually see the shortlist.

ABSENT · NOT NAMED

64 of 80

80% of conversations

VISIBLE · IN THE ANSWER

16 of 80

20% of conversations

WON WHEN VISIBLE · THE FIRST PICK

11 of 16

68.8% conversion rate

20%

Overall AI visibility across 80 conversations

Rank 3 of 6

Position among the tracked HR consulting competitors

68.8%

Win rate when TalentNet Group is visible

1.44

Average rank when present in an answer

51%

start B2B research with an AI chatbot, more often than with Google. The answer is the new first impression.

69%

chose a different vendor than planned after AI rewrote their shortlist. The names in the answer reshape the deal.

33%

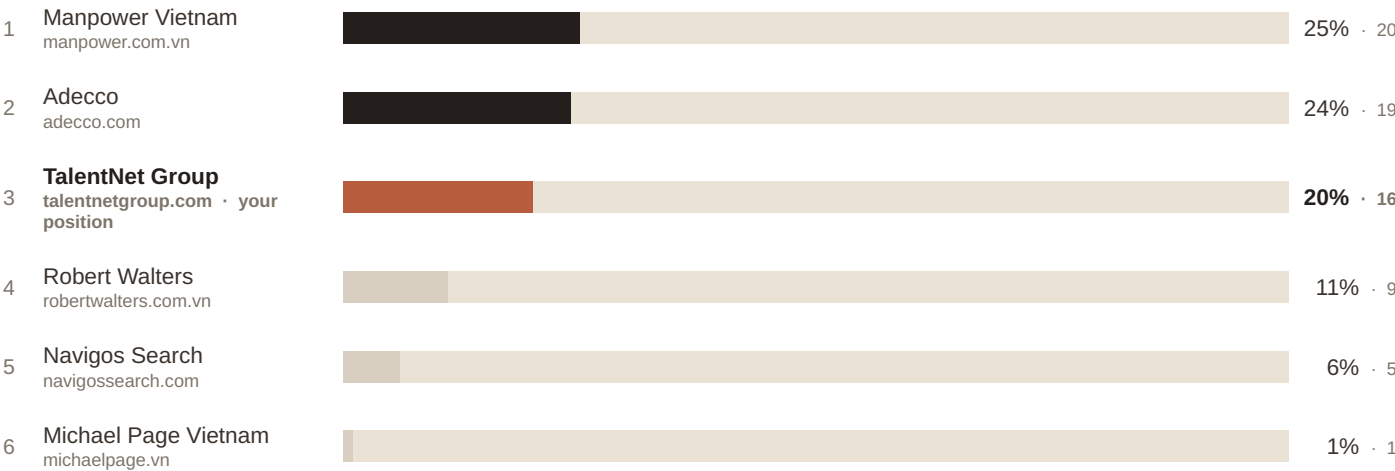
purchased from a brand they had never heard of before an AI surfaced it. Presence wins business outright.

Source: G2 Answer Economy Report, 2026 · n=1,076 B2B decision-makers across NA, EMEA, APAC

Who The AI Names Ahead Of TalentNet Group.

The leaderboard ranks every brand by how often AI names it across 80 conversations. Manpower Vietnam and Adecco lead, TalentNet Group holds third at 20%, and the persona breakdown below shows the same pattern by buyer: Manpower and Adecco are named more often overall, but not in every segment, and TalentNet Group actually leads Manpower on the Efficiency-Seeking Payroll Operations Manager persona.

COMPETITIVE POSITION · AI MENTION SHARE ACROSS 80 CONVERSATIONS



PERSONA × COMPETITOR · VISIBILITY BY BUYER

Buyer Persona	TalentNet Group	Manpower Vietnam	Adecco	Robert Walters	Navigos Search	Michael Page Vietnam
Expansion-Oriented Market Entry Executive	25%	20%	25%	15%	10%	0%
Efficiency-Seeking Payroll Operations Manager	20%	5%	15%	0%	0%	0%
Compliance-Driven Regional HR Director	20%	35%	20%	15%	0%	5%
Data-Focused Compensation and Benefits Leader	15%	40%	35%	15%	15%	0%

Where TalentNet Group Wins The Answer.

Each persona was run across all four models. Visible is how often TalentNet Group was named, Wins #1 is how often it was the top recommendation, and Win Of Visible is its conversion rate once it appears. Three of the four personas convert at 75 percent or better once TalentNet Group is in the answer. The fourth is the highest reach persona and the weakest converter, the clearest single opportunity in this dataset.

— DECISION CRITERION PERFORMANCE

Buyer Persona	Visible	Wins #1	Win Of Visible	Avg Rank
STRONG CONVERSION · VISIBLE LESS OFTEN, WINS WHEN SEEN				
Efficiency-Seeking Payroll Operations Manager	20%	20%	100%	1.0
Data-Focused Compensation and Benefits Leader	15%	15%	100%	1.0
Compliance-Driven Regional HR Director	20%	15%	75%	1.25
CONTESTED · SEEN MOST OFTEN, CONVERTS WORST				
Expansion-Oriented Market Entry Executive	25%	5%	20%	2.2

The Expansion-Oriented Market Entry Executive is seen most often (25%) but converts worst (20% win of visible, average rank 2.2), while the Efficiency-Seeking Payroll Operations Manager and Data-Focused Compensation and Benefits Leader win 100% of the answers they appear in. The pattern points to a positioning gap for market entry buyers specifically, not a general weakness.

By Model, By Criterion, By Source.

Visibility is heavily concentrated on a single model. The tables below show which AI models and which buyer decision criteria carry that concentration, and which web sources the models cite when they discuss the category.

AI MODEL PERFORMANCE

Buyer Persona	Visible	Wins #1	Win Of Visible	Avg Rank
Gemini 3.5 Flash	55%	40%	72.7%	1.45
GPT-5.4 mini	20%	15%	75%	1.25
Google AI Overviews	5%	0%	0%	2.0
Claude Sonnet 4.6	0%	0%	N/A	N/A

DECISION CRITERION PERFORMANCE

Buyer Persona	Visible	Wins #1	Win Of Visible
Talent Quality	42%	33%	80%
Speed To Hire	38%	38%	100%
Compensation Benchmarking	33%	25%	75%
Trusted Advisory Support	20%	15%	75%
End-to-End Service Scope	20%	10%	50%
Local Compliance Expertise	19%	13%	70%
Scalability For Growth	19%	13%	67%
Payroll Accuracy	15%	8%	50%
Regional Market Coverage	13%	10%	80%

MOST CITED DOMAIN

talentnetgroup.com	YOU	34
acclime.com		20
vinatpt.com		17
hr2b.com		14
tmf-group.com		14
manpower.com.vn		13
adecco.com		11
linkedin.com		11
terra-plat.vn		9
talentjdi.com		8

talentnetgroup.com is the most cited domain in the category, ahead of every named competitor's own site. The citation foundation already exists, the gap is reach on Claude Sonnet and Google AI Overviews, not source credibility.

SOURCE TYPE

Business / Service Sites	345
Directory / Review Sites	16
Unsure / Other	16
Social Networks	14
News / Media Sites	8
Entertainment Sites	7
Government / Institutional	7
E-commerce Sites	4
Blogs / Content Sites	4
Educational Sites	3

Business and service sites dominate citations. Directory and review sites supply only 16 of 460 total citations, a largely untapped signal for the surfaces that weight third party citations most heavily.

Three Moves From Narrow To Owned.

TalentNet Group already wins the answer more often than not once it is seen. The path is sequential: close the model gap that is capping reach, fix the one persona that underperforms its exposure, then resolve a data tracking issue that may be understating the true visibility number.

01

CLOSE THE CLAUDE AND AI OVERVIEWS GAP

TalentNet Group is **0% visible on Claude Sonnet 4.6** and **5% on Google AI Overviews**, while Gemini 3.5 Flash alone carries 55% visibility. This is a concentration risk, not just a gap: a single model shift could halve visibility overnight. Entity optimisation and structured data aimed specifically at the sources Claude and Google AI Overviews weight most, business and service sites plus directory and review citations, is the first lever.

02

WIN THE MARKET ENTRY EXECUTIVE PERSONA

The Expansion-Oriented Market Entry Executive is the **highest reach persona (25%) and the weakest converter (20% win of visible, average rank 2.2)**, while every other persona converts at 75% or better. Content addressing entity setup, payroll and employment compliance for foreign companies entering Vietnam, the exact prompt language this persona uses, is the direct lever to move this persona from seen to chosen.

03

CONSOLIDATE THE DOMAIN SIGNAL

talentnetgroup.com and talentnet.vn are the same company, and talentnet.vn redirects into talentnetgroup.com, but this audit run and a separate web view run tracked them as two leaderboard entries. In the separate run, talentnet.vn showed rank 1 at 40% visibility and 32 mentions, ahead of every competitor in this report, including Manpower Vietnam and Adecco. Confirming with the platform whether domain matching can be merged is likely the single most valuable fix available, since the true combined visibility may already exceed the category leader shown here.

Acronym	Full Name	What It Means For TalentNet Group
SEO	Search Engine Optimisation	Getting found when buyers search on Google. Still essential, no longer sufficient on its own.
AEO	Answer Engine Optimisation	Being the answer when buyers ask a question. Featured snippets, voice, and AI assisted results.
GEO	Generative Engine Optimisation	Being recommended when AI builds the shortlist. When an Expansion-Oriented Market Entry Executive asks which HR services firms in Vietnam offer end to end entity setup, payroll, and employment compliance support for foreign companies entering the market for the first time, GEO determines whether TalentNet Group is in that answer.

The Next Step

Neves Digital is your AI Visibility Intelligence partner, the team and technology behind this analysis. We recommend a 30 minute working session to walk through the full dataset, the persona and model level findings, and a GEO content roadmap built around TalentNet Group's commercial priorities, including resolving the domain tracking question flagged in this report.

This analysis was provided complimentary. The roadmap is where the work begins.

Our programmes start with a one time Discover Audit. No retainer is required to see where you stand and what it takes to move the score. Engagements begin from SGD 3,000 for the initial audit, scaling into ongoing Accelerate and Dominate programmes.



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