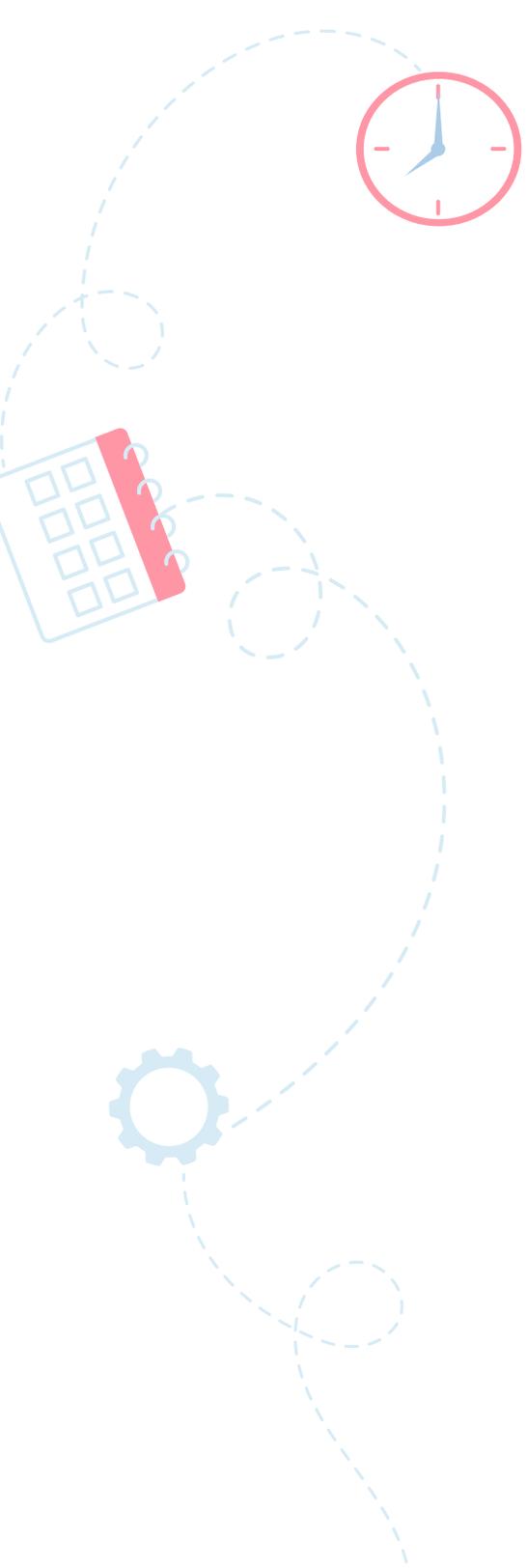# BREAKING DOWN THE BASICS OF AI-POWERED RECRUITING

Your go-to guide to help navigate through the basics of AI-powered recruiting and how it can help you take your recruiting initiatives to the next level.
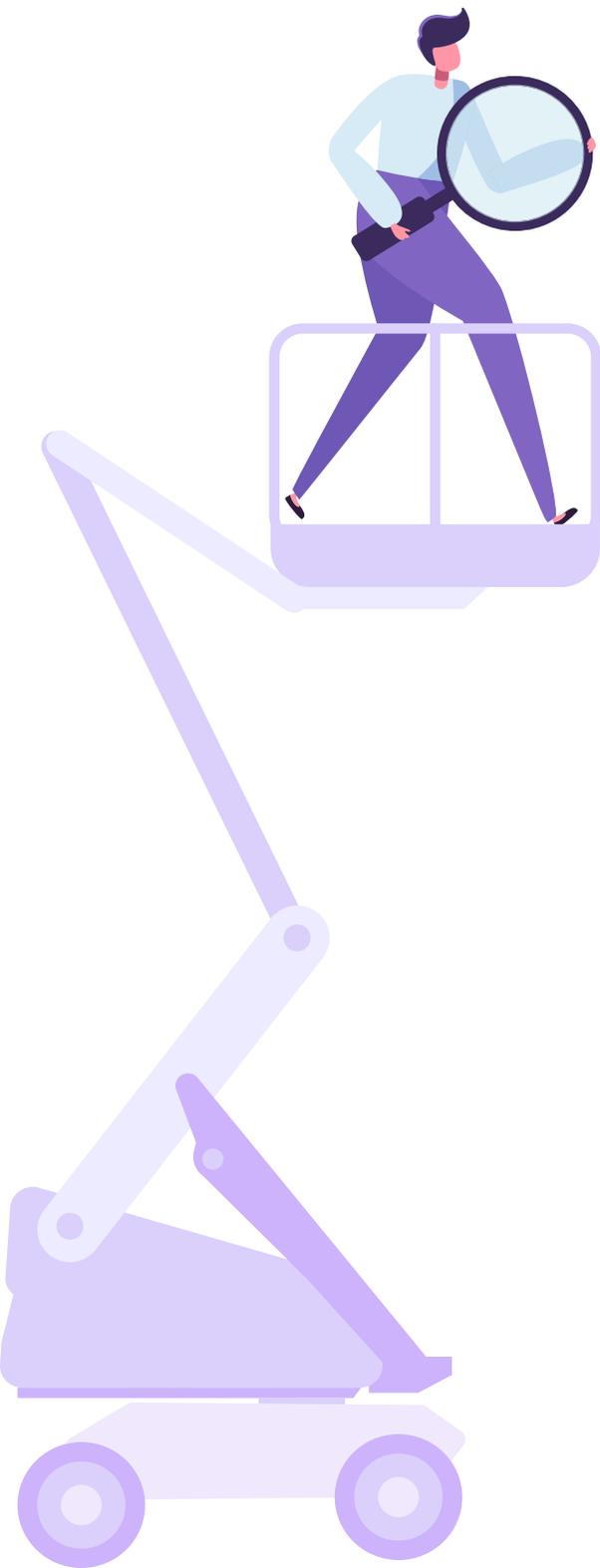
The talent acquisition landscape is complex and changes often. Many talent acquisition professionals are using AI to help solve some of their recruiting headaches, drive their recruitment activities, and fuel their business objectives.

The current explosion of AI recruiting technology offers a ton of value and exciting opportunities, but it can be overwhelming to make sense of it all.

This guide was created to help you navigate through understanding the basics of AI and the capabilities of AI-recruiting solutions.

> The shutdown pushed up the unemployment rate but had minimal effect on the payroll totals. The labor market continues to add jobs at a surprisingly brisk clip despite a low jobless rate that's making it harder for employers to find qualified workers. (Paul Davidson, USA Today, February 2019)

Understanding some of the classic recruiting headaches

Wouldn't it be great if you could post a job, sit back, and resumes from quality candidates came rolling in? It can take weeks or months to find and attract the right person for a job, costing employers significant time and money in lost productivity and resources. Talent acquisition professionals are seeking the help of AI to help address the following **most common challenges.**

- There isn't enough time to handle all of the sourcing and recruiting activities.

- The sheer onslaught of different technology solutions available is daunting.

- You have limited intelligence on what is happening in the market.

- There is little time to be proactive.
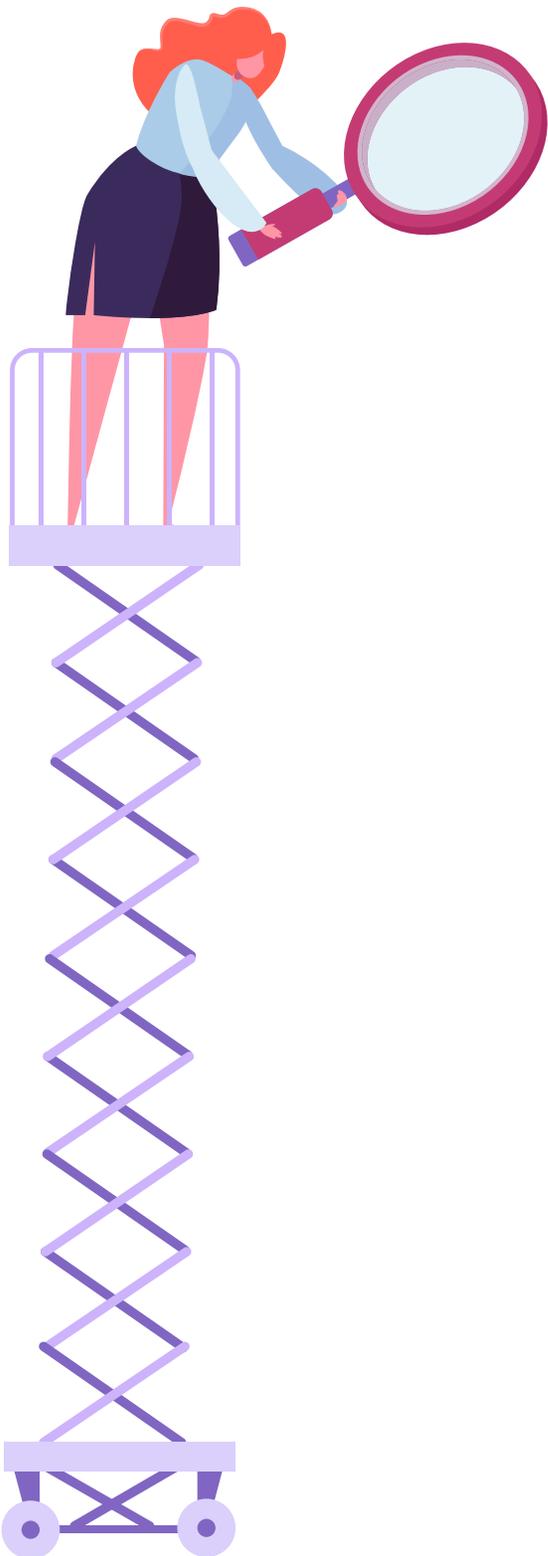
What exactly is AI-powered recruiting?

AI-powered recruiting is technology explicitly built to **reduce manual and time-consuming activities like candidate search, resume screening, and onboarding.**

It is the simulation of human intelligence processes by computers or machines. These processes include learning from the vast amounts of collected data and using the applied rules to reach conclusions and then self-corrects.

AI and Machine learning are helping organizations drive value, gain prior unconceivable data-driven insights, and pinpointing what matters across sourcing, hiring, managing, developing and retaining employees.

> A growing number of companies face a harsh reality as they head into 2019: talent acquisition is under siege. Record low unemployment rates are enough to intimidate even the best HR leaders, but beyond that, movements like #MeToo have brought companies' hiring practices and cultures into the spotlight, while job automation has transformed the skills employees need to thrive in the workplace. (Ira Wolf, TLNT, January 25, 2019)

What types of questions can AI-powered recruiting answer?

If you have the right type and amount of data on candidates, companies, markets, and industries and have the data science muscle, you can easily find relationships and correlations that you've never seen before and answer questions, like:

- When is the absolute right time to engage and target a candidate?

- How do you pique a candidate's interest?

- Is the candidate concerned about management issues at her current employer?

- Is the candidate struggling with the negative company culture, has a poor work-life balance or their total compensation is below market?

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What are the benefits of using AI-powered recruiting?

AI may help you:

- **Gain the in-depth insights needed** to discover and reach passive talent by fusing candidate, business, and market data.

- **Draw critical links** between your organization and others, competitors, and industry to help you understand how your organization is measuring up.

- **Source passive candidates** and predict which of these candidates are the most likely to engage in an opportunity-change conversation.

- **Drive diversity and inclusion initiatives** by quickly identifying pools of underrepresented groups, document searches, and add a level of transparency.

- **Address current, and future workforce** needs using real-time and detailed information at a national or local level.

Before jumping all-in with AI, you need to first consider the data behind the insights.

Is the data focused solely on self-reported data?

Self-report data often includes only a highlight candidates' careers, leaving room for irrelevant or inaccurate data.

What is the timeliness of the data?

Data is continuously changing, so the information that was relevant a week or month ago may be drastically different today.

Are you missing key details?

It is challenging to identify passive candidates, understand the right time to engage, and start a job-change conversation without a rich picture of a candidate's profile.

> The U.S. is facing low unemployment, acute talent shortages and increasing talent demand as new skills appear as fast as others disappear, prompting companies to build talent like never before. Seventy-six percent of employers plan to upskill their workforce by 2020, compared with 28% in 2011 and a 21% increase from last year. (ManPowerGroup®, February 2019)

What should your AI-powered recruiting solution offer?

Evaluating technology solutions takes a considerable amount of time. Here is a quick checklist of items and questions to factor-in when searching for an AI-powered recruiting platform.

○ **Insightful Data Sets**
Can the platform fuse candidate, business, and market data together to provide the critical insights you need?

○ **Benchmarking**
Will you be able to draw critical links between your organization and others, competitors, and your industry to get a full picture of how your organization is measuring up?

○ **Personalization**
Does the platform suggest key and relevant messaging to pique the interest of potential candidates?

○ **Predictability of Engagement**
Will the solution help monitor your candidates and signal when a candidate is more likely to engage in a job-change conversation?

○ **Automation and Alerts**
Will the platform help you take swift action and free up valuable human capital time?

○ **Diversity and Inclusion**
How will the solution help support your diversity and inclusion intiatives?

○ **Supply and Analytics**
Will you be able to address current and future workforce needs, gain insight into the supply of the total population of candidates?

○ **Ease of Use**
Will you and your team be comfortable using the platform? What does implementation look like, how much training is required?

○ **Data Science**
How does the solution surface actionable insights? What types of data is fueling the growth of your business?

Are you ready to learn more about AI-powered recruiting technology?

Learn how you can take a modern approach to recruiting with better insight into market intelligence and identifying the right people at the right time, contact ENGAGE today.

Find out how ENGAGE can help you:

- **Discover** new passive talent pools.

- **Build** the best candidate experience from the most critical touch point.

- **Quadruple** your response rates.

- **Reduce** time to hire.

- **Gain** valuable and real-time insights.

- **Identify** talent retention risks.

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