Embracing AI in Recruiting: The Definitive Guide for Recruiters
AI is Coming, So Pay Attention

We hear it in the news every day. Artificial Intelligence (AI) seems to be invading every area where technology already exists—from agriculture to medicine and beyond. That also includes recruiting.

No, robots will not make your job obsolete, so you can breathe a sigh of relief. After all, a company’s number one asset is people, so you—recruiters, sourcers, and talent acquisition managers—play a critical role in attracting, hiring, and keeping the best talent. In fact, we believe that AI technology will actually make recruiting more interesting and strategic within your organization.

How? We’re here to share our thoughts about where AI will take us.

With so much still unknown about how this technology will impact business, it’s important to sort out where and when it’s most valuable. What is the best role it can play in recruiting? Where should you apply it…and equally important, where should a human-first approach remain in place?

We want to help you answer those questions by stripping away the hype to reveal where AI can have the greatest, and most positive impact on recruiting and talent acquisition.

Admittedly, the term AI can sound scary at first, but it’s here to stay; so, as is the case with any emerging new tech trend, it’s important to get informed so that you can continue to help your company stay ahead of the competition and hire the talent you need to win.

Let’s dive in.
Artificial Intelligence Defined

First, let us help guide you through the word salad of AI terms that you should know.

- **Artificial Intelligence (AI):** the ability for machines to perform tasks that normally require human intelligence; to perceive external factors and react to them to maximize success

- **Machine Learning (ML):** an application of AI where machines automatically learn by experience; become smarter over time

- **Bot or Chatbot:** short for “chat robot,” a computer program that simulates human conversation through AI

At its core, AI—like every automation technology in the past—is designed to increase efficiency. By letting machines perform time consuming, repetitive, and manual processes, like screening candidates, finding candidate information, and scheduling interviews, AI reduces the burden of administrative tasks—activities that you’re probably glad to do without.

**Q:** What is AI?

**A:** Your ticket out of the boring logistics and rejection business and into inspiring work that has an impact.
The automation of activities can enable businesses to improve performance by reducing errors and improving quality and speed, and in some cases achieving outcomes that go beyond human capabilities.


Here’s how it works: AI allows organizations to make high-quality predictions based on large and complex data sets from sources like your ATS and CRM, as well as performance management data. Like a toddler who learns by doing, machine learning algorithms take into consideration every relevant piece of data throughout the recruiting funnel (e.g. every conversion rate), which helps them get smarter over time. By continually tweaking the algorithms based on whether they achieve a goal, AI has the power to transform the speed with which you qualify, engage, and nurture quality candidates.

This frees you up to focus on and master the human aspect of recruiting. The shift is significant: less busy work, more human work. It’s kind of like having a personal assistant doing the most tedious parts of your job. Doesn’t that sound nice?
Machines Can’t Replace an Authentic Human Connection

While by definition, AI is the ability for machines to perform tasks that normally require human intelligence, there’s so much expertise that simply can’t be replaced by a machine. Creativity can’t be coded. Neither can critical thinking, intuition, or that secret sauce that helps you create true connection and a great candidate experience.

“ It’s not human versus a machine. It’s human and machine versus a problem. ”

– Hubspot, 2017

As machines streamline tasks like collecting and processing data, activities connected to the actual candidate experience remain in your power and purview.

At the frontlines of the organization, you’re the one who collaborates with hiring managers, engages with candidates, and persuades them to join your team. On top of that, when it comes to the business, it’s you—not a machine—who has the creativity and skills to develop your sourcing strategy, influence recruitment marketing, and work with marketing on employment branding.

Aren’t these activities more fun than juggling interview schedules? We think so, too.
Humans and AI Work Together at Every Stage in the Recruiting Funnel

Let's face it: recruiting is exhausting. Meeting with hiring managers on new reqs, writing job descriptions, scouring the web and social networks for candidates, posting on job boards, passing resumes to hiring managers, scheduling interviews, conducting background checks, finalizing offer letters, etc... it can leave you with barely enough time to go home and sleep, let alone do the real work of engaging with candidates. In this very familiar scenario, there's a real danger of things slipping through the cracks. How many times have resumes been lost or you completely spaced out on following up with a candidate? We've all been there.

In today’s high-stakes talent war, AI introduces new efficiencies that can help hiring teams, recruiting teams, and talent acquisition teams improve the candidate experience and hire top talent faster.

Let's untangle the role of AI in the recruiting funnel and break down what should remain in the recruiter’s purview and what areas you can “outsource” to AI technology.
Stages of the Funnel

**Human**
Manage/Expertise/Interface

**AI + Automation**
Collect Data/Process Data

**Stage 1: Attract & Source**
- Hiring Manager Agreement
- Plan & Budget
- Job Description
- Brand & Career Site
- Job Targeting & Distribution
- Search & Source

**Stage 2: Screen/Assess/Engage**
- Screen Candidates
- Assess Candidates
- Engage Candidates

**Stage 3: Select & Hire**
- Select Candidates to Interview
- Schedule Interviews
- Conduct Interviews
- Reference Checks
- Background Checks
- Offer & Close
- Onboard

**Stage 4: Analytics/Insight/Optimize**
Stage 1: Attract and Source

Searching a database is the no-brainer thing to automate. (Excuse the pun.) Based on keywords used in the job description and required skills, AI can do the searching for you to quickly find the right talent for each requisition.

Here are a few ways that AI can become your secret sourcing weapon.

• Digital advertising is already using AI to target and distribute ads to the right target audiences, so leverage that mature technology for your job ads

• Based on the job description and requisition details, AI can recommend top talent based strictly on a candidate’s skill sets and experience, eliminating the risk of inherent bias guiding your hiring decisions

• Let AI assist you when writing job descriptions. Why can AI do that better than humans? Because over time, it can analyze thousands of successful hires and recommend the most effective words to attract the right talent

Stage 1
AI Recruiting Technology

• AI Recruiting Technology
• Prescriptive & Description Analytics
• Ad Targeting
• AI Search
Stage 2: Screen, Assess, and Engage

Rejecting candidates is a time-consuming and mind-numbing activity. By helping to quickly discard candidates who aren’t a good fit, you can focus on the ones that are; AI can get you out of the rejection business and back into the recruiting business. It helps you by:

• Analyzing all of the applicants in your talent pool and surfacing the ones who you will want to interview. It also removes inherent, unconscious biases for or against candidates who may otherwise fall through the cracks
• Recommending other open positions that may be a better match in cases when a candidate applied for a role that wasn’t a good fit
• Handling the first level of interview screening or engaging candidates right on your career website with friendly chat bots
• Confirming whether a candidate has a specific set of skills through testing and simulations

Cool AI Recruiting Start-Ups

**Textio** can predict the performance of your job listing and give you real-time guidance on how to improve it

**Mya** handles time-consuming tasks like phone screening and interview scheduling, freeing up recruiters to focus on qualified candidates and convert hires

**Ideal** automates candidate screening and scours your existing talent pool for top candidates

---

Stage 2

**AI Recruiting Technology**

• AI Recruiting Technology
• Skill Assessment: Games & Simulations
• Video Screening
• Chat Bots
• Sentiment & Emotional Assessment
Stage 3: Select, Hire, and Onboard

While this stage of the recruiting funnel is distinctly human, AI can still play a vital role. It can take care of many time-consuming tasks like scheduling interviews to clear your calendar for what you’re great at—getting to know candidates, staying close to the hiring team, and making sure that the offer and onboarding experience is top notch. Here are some ways that AI can make the hiring process as easy as possible:

- Detect inherent bias—e.g. gender, racial and other types of potential biases—in your candidate selection process. e.g. gender, racial, and other types
- Facilitate interview scheduling by automatically syncing calendars, determining the optimal time and place for a meeting, and following up with candidates to confirm interview details. Over time, AI will learn preferences of recruiters, hiring managers, and candidates to improve and optimize the process
- Conduct reference checks and background checks, and provide qualitative feedback as to whether the candidate will be a great new hire or if there are danger signals

The ability to automate time consuming tasks alone has been an absolute life saver. Last week we did 40 offers in one week—that means 40 rounds of onboarding and background checks. Without this technology, we would have failed.

- Jeremy Ryder, Talent Acquisition Manager - Trek Bicycle
Stage 4: Analyze and Optimize

This is an area where AI really shines. With many streams of data flowing into recruiting analytics and reporting systems, AI can surface valuable insight into top-to-bottom recruiting funnel metrics that impact the business. For example, it can:

• Predict metrics like time-to-hire, time-to-fill, cost-per-hire, and when recruiting analytics is connected to performance data, it can predict whether a candidate will be successful and stay or whether they will churn in the first 90 days
• Predict who may be looking for a job in the near future and predict bottlenecks and supply shortfalls
• Improve planning and budgeting with prescriptive analytics

“ As processes are transformed by the automation of individual activities, people will perform activities that complement the work that machines do, and vice versa. ”

Five Reasons to Give AI a Try

We hope we’ve made the case for a future where AI isn’t replacing recruiters, but rather, making your role more human where you can use all of your creativity, collaboration, and critical thinking to get the job done. AI and people must work together in harmony to make recruiting even more effective, strategic, and valuable to the business.

Summing it up, there are five reasons why you should embrace AI:

1. **Efficiency**: Shorten time-to-hire to snag top talent faster
2. **Quality Time**: Replace administrative grunt work with time spent connecting with top candidates
3. **Prioritization**: Streamline steps throughout the funnel—from sourcing to hiring to onboarding—so that you can focus on the highest quality candidates
4. **Less bias**: Create opportunities to evaluate candidates in new ways, so you can hire the best candidates with less bias
5. **Closed loop experience**: Combine recruiting data with performance data so that AI can learn what kinds of candidates are truly a great fit and which ones aren’t

The work you do building great teams is important and deserves to be recognized. According to BCG Group, “Recruiting is the most critical HR function delivering 40% more profit growth than the next HR function,” and it’s the single most sought after occupation, according to Glassdoor. By embracing AI, you’ll continue to raise your profile within your organization and elevate recruiting to the most strategic function of the business.
About Jobvite

Jobvite is the leading recruiting software company that helps emerging, mid-market, and enterprise companies hire top talent easily, efficiently, and effectively. Our comprehensive and analytics-driven recruiting platform accelerates recruiting with a Candidate Recruitment Marketing (CRM) tool, an easy-to-use Applicant Tracking System (ATS), social recruiting capabilities, mobile-optimized branded career sites, a recruiting branding solution, on-demand video screening, advanced analytics, onboarding, and seamless integration with other HR systems. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Premise Health, Zappos.com, and Blizzard Entertainment. Jobvite was also named a leader in the “Forrester Wave for Talent Acquisition, Q3 2015.”