



ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION

INTRODUCTION: EMBRACING AI IN TA

Talent acquisition is ripe for automation

It was not that long ago that fear, distrust and skepticism permeated about which steps of the TA process made sense to automate, if any. Recruiters wondered if they would be replaced by emerging forms of artificial intelligence, machine learning technology and chatbots. Those were the early days. Evolved businesses today, and the TA leaders who support them, are inserting AI into several critical steps of the talent attraction, recruiting and human resources processes. Most prevalently used and easily implemented in top of the funnel activities, like sourcing, screening and scheduling, AI has made its way further down the talent pipeline as well, and even into areas after candidates have become employees.

Our viewpoint: There will be always a need for the right mix of people, processes and technology

The conversation has continued to evolve around the applications for AI in TA.

From attraction and engagement to onboarding and retention, AI can be found interwoven throughout the candidate and employee lifecycle.

And, like the technology itself, the provider network of AI is expanding. There are plug and play options, customizable solutions and everything in between. Designed to support the smallest of businesses to the largest, most sophisticated employers in the world, AI is living up to its hype and transforming the way employers and talent connect.

We know one thing is for certain, AI is transforming talent acquisition for good.





BY THE NUMBERS

How recruiters feel about AI?



believe AI has the potential to greatly enhance talent acquisition and retention



see evidence of AI becoming a regular part of HR within the next five years



The average amount of time per week lost to manually completing tasks



say not fully automating manual processes has led to a poor candidate experience



say the thought of AI in HR does not make them nervous

Source: [Ideal](#)

How AI is Being Used in TA Today



are using chatbots to look up information like company policies or benefits



are identifying the best candidates based on publicly available data, like social media profiles



are providing recommendations for learning and training to employees



are using chatbots to engage with candidates during recruitment



are screening and assessing candidates during recruitment using AI

Source: [SHRM/Mercer](#)

Areas of Opportunity: Optimizing and Automating TA



of organizations believe that they have a best-in-class recruitment processes in technology

Source: [Deloitte](#)



believe their processes are standard or below standard

AI USE CASES IN TA

Despite the increasing enthusiasm and adoption of AI in TA, there is still a lot to be done. According to [Gartner](#), 82 percent of survey respondents indicated that advanced data analytics technologies and tools are a top priority. Yet, nearly as many, 78 percent, expect it to be difficult to successfully achieve their goals in this area next year. The vision is there, the execution is where many anticipate there being a challenge.

Here are the use cases for AI in TA:

Job Posting

AI technologies are able to eliminate language bias while optimizing job descriptions for search.

Candidate Sourcing

AI candidate sourcing identifies top talent across hundreds of sources and platforms to find the best possible matches based on the job description.

Candidate Screening

AI, including chatbots, can engage with candidates before and after they apply, answering common questions they have as well as gathering their feedback and information.

Candidate Assessment

AI automates pre-employment tests and other scientific candidate assessments and identifies traits and skills to predict match and success while eliminating human bias from the process.

Interview Process

AI tools are used in video interviews to assess personality traits based on voice and facial expression analysis as well as to analyze the actual content of a candidate's answer to an interview question.

Offer and Onboarding

AI technology allows new hires to access HR support anytime, anywhere through the use of chatbots and remote support applications. All of the administrative tasks associated with making an offer and onboarding a new hire can now be handled through a form of AI technology.

Employee Engagement and Development

AI-integrated systems can answer employee questions and customize training, learning and career path information to increase employee engagement. It can also automate their development.

If your organization has digital transformation talent needs in 2021, consider partnering with [The Intersect Group](#).



AI TOOLS TO OPTIMIZE THE TA PROCESS

We have pulled together a sample of some of the top AI tools influencing, optimizing and changing the TA landscape. (By no means is this an exhaustive list.)



Textio uses Natural Language Processing (NLP) and Text Analytics to help recruiters remove things like bias language from their job postings. How they describe themselves: "When you're building a culture of belonging, every word counts. Textio brings the world's most advanced language insights into your hiring and employer brand content, every time you write."



Hiretual is an AI-powered candidate sourcing and engagement solution that stores data on candidate relationships. How they describe themselves: "Hiretual is the candidate data engine for all of your recruiting efforts. Integrate with your tech stack to centralize talent management – source across 750M+ profiles, build personalized engagement campaigns, and actively rediscover lost profiles in your ATS."



Pomato is software specifically for IT recruiting. How they describe themselves: "Pomato uses state-of-the-art assistive intelligence and machine learning to evaluate and validate each IT candidate."



Ideal enables organizations to instantly screen and shortlist thousands of candidates, in real-time. How they describe themselves: "Ideal is an AI-powered talent screening and matching system that helps enterprise teams make more accurate, fair, and efficient talent decisions."



Textkernel uses advanced AI and machine learning techniques to automatically turn every candidate resume and social media profile into a searchable candidate record. Their multilingual resume parsing tool is available in 18+ languages. How they describe themselves: "Since 2001 Textkernel has been delivering AI-powered technology to companies looking to better connect people and jobs. We work with over 1,000 talent hunters worldwide who want to drive HR transformations and build a future that delivers more talent-driven value to their organizations."



Mya is a chatbot that uses some of the most sophisticated NLP and machine learning in order to transform the candidate experience. How they describe themselves: "Recruit faster, transform candidate experience and reduce hiring costs by automating candidate engagement and communications at scale with Mya, the industry's leading Conversational AI Recruiting Platform."



Olivia is also a chatbot. How they describe themselves: "Your new best friend. An open-source contextual chatbot built with an artificial neural network."



Watson Recruitment is an AI-powered talent management solution that increases recruiter efficiency and enables HR to improve and accelerate people's impact on the business. Using structured and unstructured data from applicants, it automatically analyzes and ranks candidates that are the best match for the job - without bias. How they describe themselves: "Watson Recruitment is an AI-powered recruiting software solution that improves recruiter efficiency and candidate quality."



Kandio is a candidate screening and online assessment platform. It uses machine learning algorithms and integrates with platforms like Facebook and LinkedIn. How they describe themselves: "Kandio packs the knowledge of the world's top ranking specialists into digestible assessments tests for your job candidates."



Hirevue is a pre-employment testing and video interviewing platform. How they describe themselves: "Video interview software and platform that makes hiring simple."



Calendly is an AI-powered interview scheduling solution. How they describe themselves: "Calendly helps you schedule meetings without the back-and-forth emails."



Enboarder uses machine learning to power the employee onboarding process while enhancing the experience. How they describe themselves: "The world's first experience-driven onboarding platform! Empowering HR to build and deliver experiences that managers and new hires love."

IN CLOSING

In all facets of business, the nature of work is changing due to technology – talent acquisition included. By 2022, it is estimated that AI and automation technologies will have created a net 58 million new jobs ([SHRM/Mercer](#)). In TA, this is creating more time and space for critical touchpoints that require human interaction while automating rote tasks and eliminating unconscious bias from the sourcing, screening and selection process.

Skepticism is slowly being replaced by enthusiasm as efficiencies are realized through the use of AI in TA. As the pace and volume of hiring continues to increase, so, too, does expectations and reliance on these emerging forms of technology.

ABOUT THE INTERSECT GROUP

Founded in 2006, The Intersect Group is part of the MSouth portfolio of investment companies and operates in Atlanta, Charlotte and Dallas. Specializing in the recruitment of technology and finance and accounting professionals, The Intersect Group provides clients with the means of finding the best talent on the market

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Atlanta Headquarters

One Glenlake Parkway Northeast Suite 800
Atlanta, GA 30328
770-500-3636

Charlotte

5970 Fairview Rd, Suite 550
Charlotte, NC 28210
704-556-0300

Dallas

5001 Lyndon B. Johnson Freeway Suite 500
Dallas, TX 75254
469-341-5930