

THE FUTURE OF RECRUITMENT:

AI, BOTS, AND AUTOMATION

SPONSORED BY gr8 PEOPLE



Robots. Bots. Automation. There's a lot of talk about how tech trends like artificial intelligence, machine learning, workflow automation, and more are coming for our jobs in the world of recruiting and talent acquisition.

It's an area ripe for automation, but no one wants to lose their job. When the HR Federation looks at automation, we see AI and bots replacing tasks that will free up talent acquisition professionals to be more strategic. We have had the ability to automate many of these tasks for decades. What we need to be ready for is the **change** resulting from implementing these capabilities. Talent acquisition technologists and employers have been laggards in automating key parts of the hiring experience that could benefit candidates and employers alike.

Join us as we take a walk down the **Hiring Process Automation Line** and take a look at a few of the key points of automation accessible today, and what value they bring to talent acquisition.

RECRUITMENT MARKETING

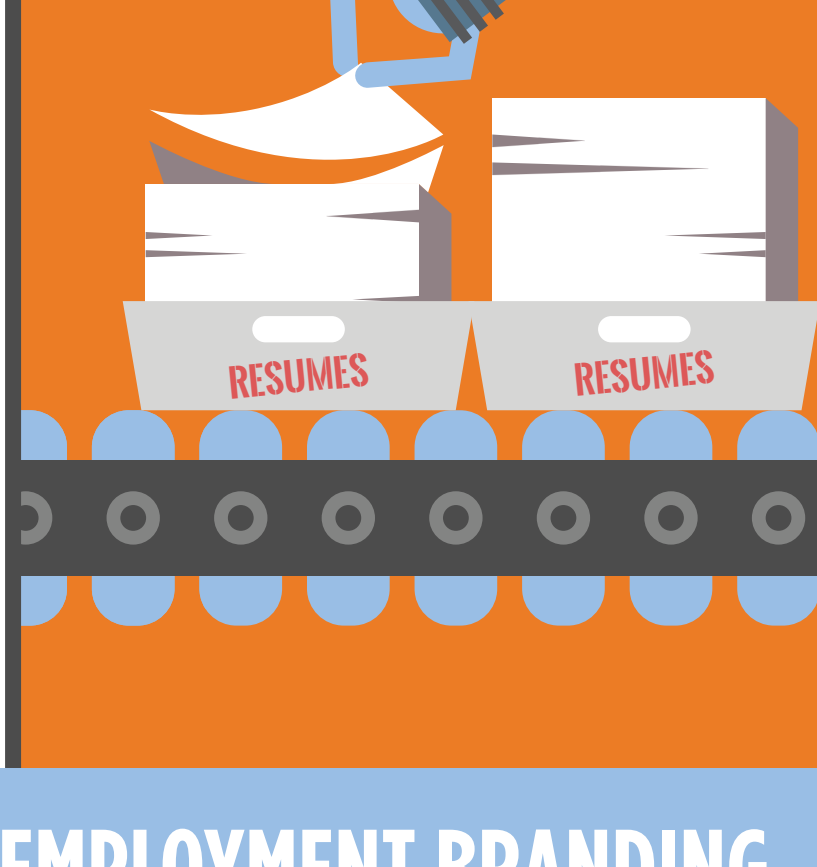
This encompasses the entire "pre-applicant" stage of talent acquisition including attraction, nurturing and engaging leads.

AUTOMATION

- Recruiting technology automatically identifies lead status
- Automate communications to leads to nurture those not currently active
- Sourcing and recruiting time spent engaging interested leads, not chasing

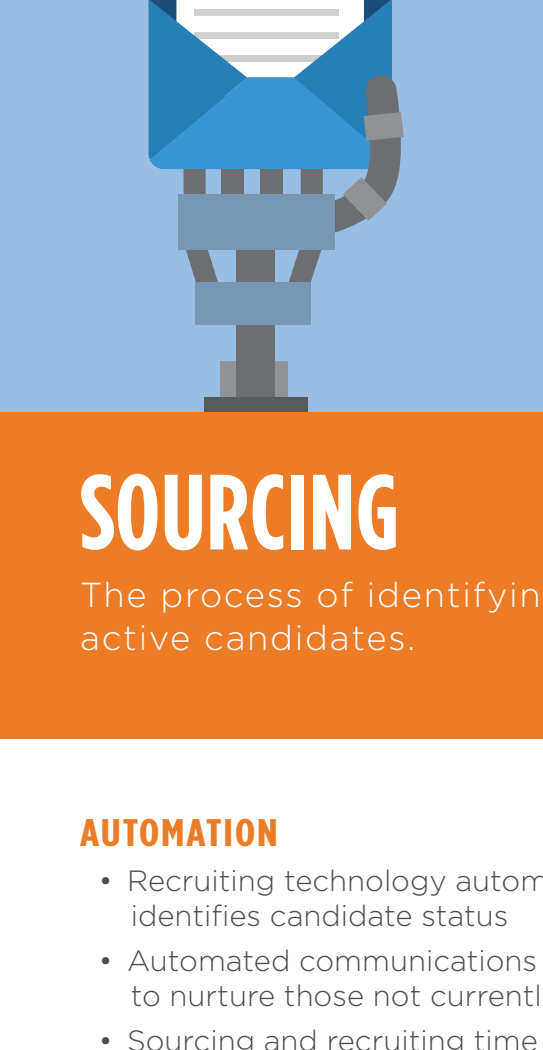
VALUE TO EMPLOYER

- Candidates understand more about employer
- Context-based communication improves candidate experience
- Employer brand meets consumer brand
- Recruiter is freed from current manual efforts to communicate to invest time in strategic initiatives
- Show employers the most effective sources of hire



EMPLOYMENT BRANDING

What the company stands for and how candidates and employees relate back to that message or values.



AUTOMATION

- Candidates automatically placed on an "experience track" based on interactions they have had and interest they have expressed so far
- Targeted content is served to candidates based on signals

EMPLOYER VALUE

- Elevate the candidate experience with bespoke content
- Improve quality of hire by attracting talent who understand your brand and culture

SOURCING

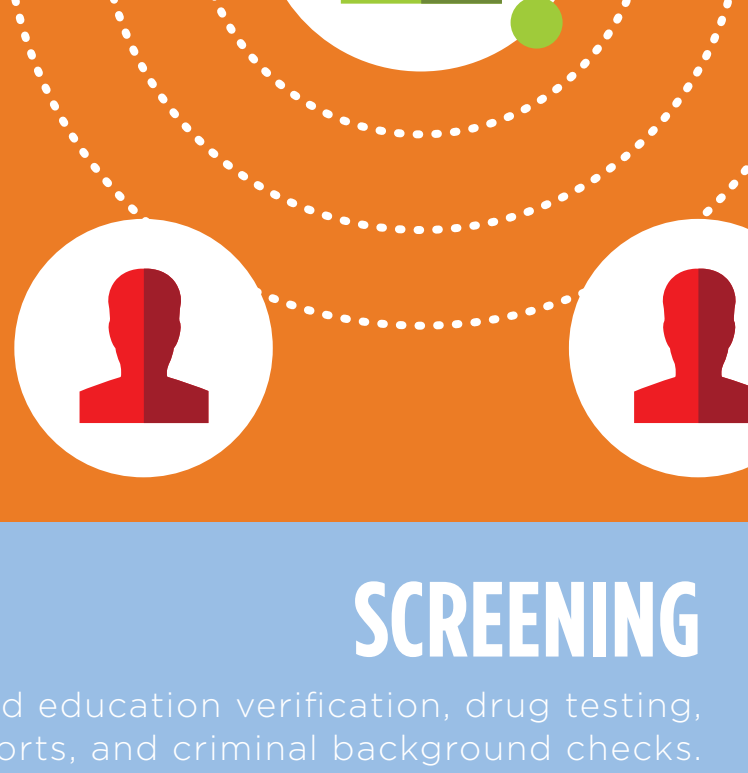
The process of identifying both passive and active candidates.

AUTOMATION

- Recruiting technology automatically identifies candidate status
- Automated communications to candidates to nurture those not currently active
- Sourcing and recruiting time spent engaging interested candidates, not chasing them

VALUE TO EMPLOYER

- Sourcer's role shifts from search-focused activities to "engagement" activities
- Employers and sourcers differentiate themselves by using more and more current candidates to engage
- Show employers the most effective sources of hire



SCREENING

Employment and education verification, drug testing, credit reports, and criminal background checks.



AUTOMATION

- As candidates move through hiring process, recruiting technology triggers screening via API
- Technology will capture candidate authorization, retrieve results and disposition candidates appropriately for the next step in the process

VALUE TO EMPLOYER

- Seamless workflow to keep candidates moving through the process
- Help organizations stay compliant
- Automated changes of candidate status and updating profiles in real time
- Candidate communication loops are automatically closed and next actions prompted for recruiter

SELECTION

Pre-hire assessments provide objectivity in identifying quality of hire.

AUTOMATION

- Discover whether candidates "fit" with company culture or team dynamics through automated assessments triggered by candidate status and delivered via API
- Gain an understanding of fit based on surveys and the additional online data that is available
- Changes to organizational culture or candidate behavior updated in real time

VALUE TO EMPLOYER

- Save time by automating survey workflow and data collection
- Access entire candidate pipeline more cost effectively
- Close the loop with candidates and make smarter hiring decisions



INTERVIEW

When recruiters and managers have the right tools and best practices, interviewing can be a powerful process that determines the best fit for the organization.



AUTOMATION

- Trigger delivery of preparatory kits to both candidates and interview team based on their roles
- Automated feedback collection and analysis
- Self-schedule interviews

EMPLOYER VALUE

- Recruiters' time freed to focus where they add the most value
- Better hiring decisions made

OFFER

The communication, negotiation and engagement involved in extending an offer.

AUTOMATION

- System fetches salary data from public and private data sources while cross-referencing applicable internal pay levels
- Automatically flag issues with offers related to gender, race, and other protected classes to ensure income equality
- Approvals automated through workflow engine
- Documents delivered to candidate with speed necessary to outpace competition

EMPLOYER VALUE

- Get offers out quickly and ensure they are not just competitive, but fair
- Provide data to help close gaps in income equality and remain compliant



PREBOARDING

This is a chance for the company to share what it's about before the new hire is bogged down in tasks and paperwork. It's a jump start on social assimilation.



AUTOMATION

- Connect the team with newly-hired employees before their start date through automated introductions and communication, and even training

EMPLOYER VALUE

- Improve employee experience and engagement
- Provide candidates with more insight to available benefits and prepare them for day one of their new roles
- Employees hit the ground running as productive members of their new team
- Improve the hiring experience for all involved

ONBOARDING

This process involves forms management, tasks management and socialization in the company culture.

AUTOMATION

- Automate pre-boarding and onboarding processes to offer insight in advance to administrative, safety and privacy procedures
- Ensure preferences in office configuration, computer interaction preferences, and communication preferences are added to onboarding experience to create a tailored approach

EMPLOYER VALUE

- Improved employee retention
- Improve compliance and socialization of onboarding experience



★ BUSINESS IMPACT ★

- ✓ IMPROVED CONVERSION RATES
- ✓ IMPROVED QUALITY OF HIRE
- ✓ IMPROVED RECRUITER EFFICIENCY
- ✓ IMPROVED NEW HIRE PERFORMANCE
- ✓ IMPROVED CANDIDATE EXPERIENCE

SPONSORED BY



If you're looking to accelerate your Unfair Recruiting Advantage, come experience the platform of excellence for both Corporate and RPO recruiting organizations. Everything you do with the gr8 People Platform is easier and more intuitive. Whether you're sourcing candidates, creating marketing campaigns, communicating, scheduling interviews, recruiting globally, or bringing on new hires, you can do it all - in one place.

Hire better, faster and easier with the "All-in-One-Place" Platform to Recruit: gr8.

Learn more at www.gr8people.com.

About the Authors

George LaRocque: Principal Analyst and Founder, #HRWINS

Madeline Laurano: Principal Analyst and Co-Founder, Aptitude Research Partners

Ben Eubanks: Principal Analyst, Lighthouse Research

Trish McFarlane: Principal Analyst and CEO, H3HR Advisors