

# Recruiting Automation from the Employer and Candidate Perspectives

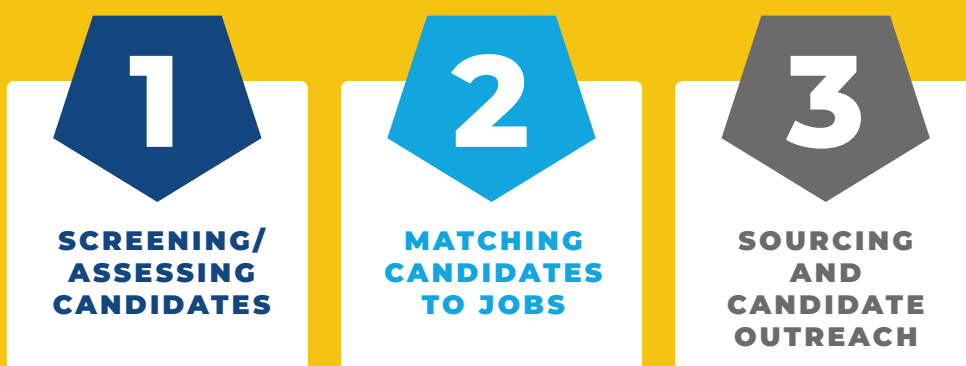
## INTRODUCTION

Trying to balance the human and automation in the hiring process has been a steady trend in recent years. In the new 2023 Lighthouse Research & Advisory Talent Acquisition Trends Study, we surveyed 1,000+ employers and 1,000 candidates to understand the landscape of hiring today, and some of the surprising findings about candidate comfort with automation are found below.

## How Employers are Prioritizing Recruiting Automation Today

For the first time ever, recruiting automation moved into the top six overall talent acquisition priorities for employers.

### TOP THREE MOST VALUABLE AREAS OF AUTOMATION:

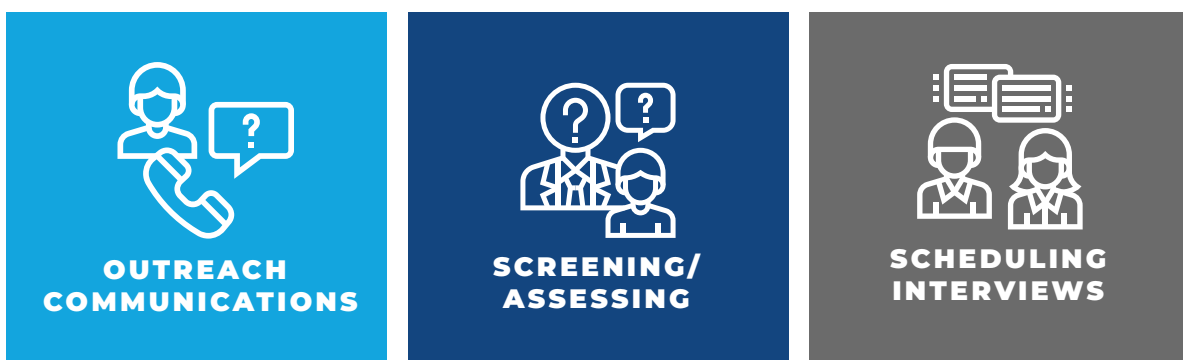


Employers are **41% MORE LIKELY** to say they are seeing increased efficiencies in talent acquisition due to AI/automation compared to two years ago.

## What Candidates Think of Recruiting Automation

While the headlines say that candidates don't really like recruiting automation, the data show something else entirely: *they like it if they perceive a benefit to how it's being utilized in the hiring process.*

### TOP THREE AREAS CANDIDATES ARE OKAY WITH RECRUITING AUTOMATION USAGE:



## CONCLUSION

In spite of the greater overall focus and comfort with recruiting automation, employers are still trying to maintain personalized, human experiences for job seekers in many cases. And candidates themselves prefer a company that uses automation to scale up personal experiences, not just keep them at arm's length throughout the process. One thing is for certain: expect to see more creative and widespread usage of recruiting automation in the year ahead.

Check out all of our research and learn more about how it can support your organization's talent, HR, and learning objectives.  
[LHRA.io/research](https://lhra.io/research)

### ABOUT THE RESEARCH

The Lighthouse Research & Advisory 2023 Talent Acquisition Trends study was gathered via online surveys in Q1 2023 from 1,120 global employers and 1,000 workers currently looking for work.