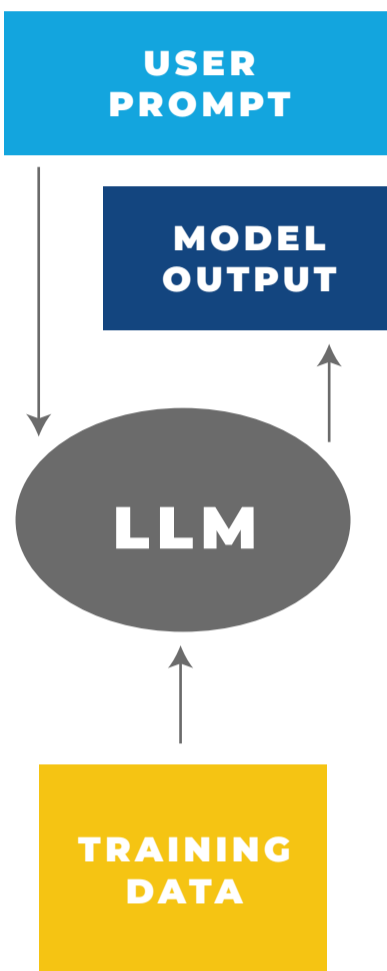


6 Generative AI Applications in Talent Acquisition

INTRODUCTION

Generative AI, or GenAI, has been the big buzz of the last year. But what is it, and how does it potentially impact talent acquisition activities? In research of more than 1,000 employers and talent leaders this year, the Lighthouse Research & Advisory team found six key use cases for generative AI in talent acquisition today.

What is Gen AI?



The most common generative AI usage in the market depends on LLMs—large language models. LLMs are trained to understand a broad set of data and can answer nearly any question related to that content.

OpenAI’s ChatGPT, Google’s Bard, and other systems have democratized access to these technologies, enabling anyone to provide prompts and receive a range of outputs.

“Create a Taylor Swift-style song about a recruiter who is struggling to find high-quality candidates.”

Or something more relevant:

- “Write a convincing email to my boss about [topic]...”
- “What does a registered nurse with five or more years of experience earn in [city]...”
- “Create interview questions for [job role]...”

How Generative AI is Being Used in Talent Technology

Dozens of HR technology providers are now using or integrating generative AI into their systems. Within talent acquisition, these are the areas that are most common:



GENERATING JOB ADS AND JOB DESCRIPTIONS



GENERATING COMMUNICATIONS, CONTENT, AND CANDIDATE OUTREACH MATERIALS

The other areas where interest in generative AI is rising include:

- **Screening and fraud detection**
 - **Candidate sourcing**
 - **Candidate matching**
- **Analytics, insights, and nudges**

New research from BCG shows that overreliance on algorithms can actually harm performance if the task is outside the AI training data set.

That means human recruiters are still necessary for optimal results.

CONCLUSION

In a world with more automation than ever before, there’s a lot of uncertainty about the future of recruiting. More individuals and technology providers are weaving generative AI into the entire talent acquisition lifecycle to create more personalized experiences for every candidate, but research indicates that there’s still a clear need for humans in the mix, at least for now.

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. Other research was conducted via briefings and interviews with talent technology providers.