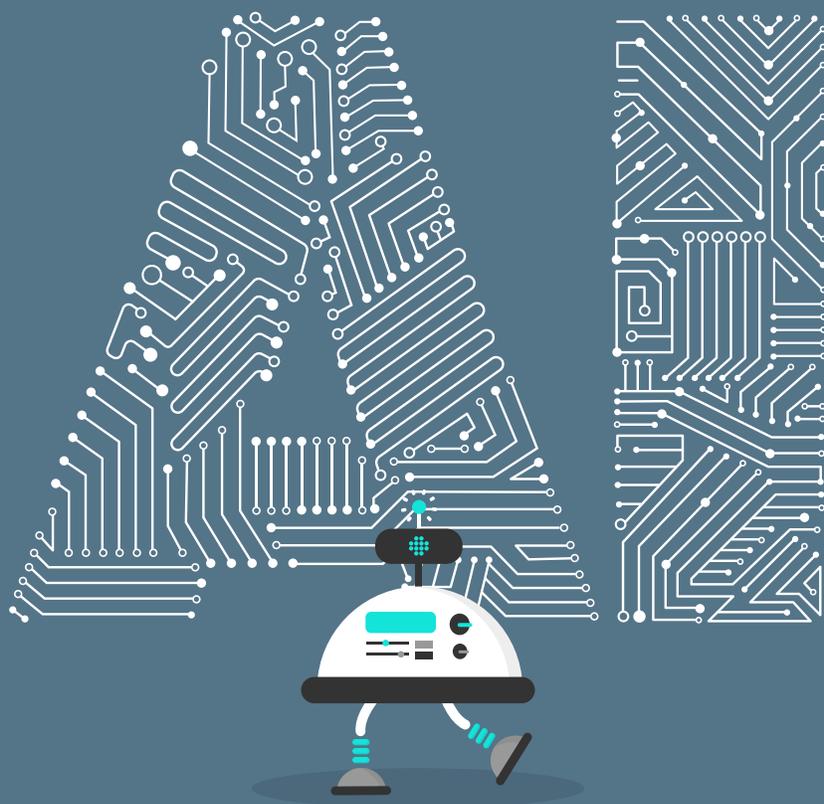


BANKING ON INTELLIGENCE: HOW A.I. IMPLEMENTATION IS MAKING A DIFFERENCE IN HIRING

Any talk of artificial intelligence (A.I.) usually elicits numerous doomsday fears concerning the future of the workplace, and by extension, the world. While proponents vouch for A.I.'s ability to make things run smoother, keep people safer and generally make the world a better place, the technology's opponents see its implementation as a threat targeting the viability of jobs while making the rich richer. Artificial intelligence implementation is going to impact many aspects of life and the workplace, but it isn't all bad news. While A.I.'s threat to work as we know it may pack some merit, the technology's implementation in the workplace and especially the HR department promises to yield some remarkable results. A.I. will not only help candidates find the jobs they want, but it will also make life easier for hiring managers. Here's how A.I. is set to revolutionize the hiring process as we know it.

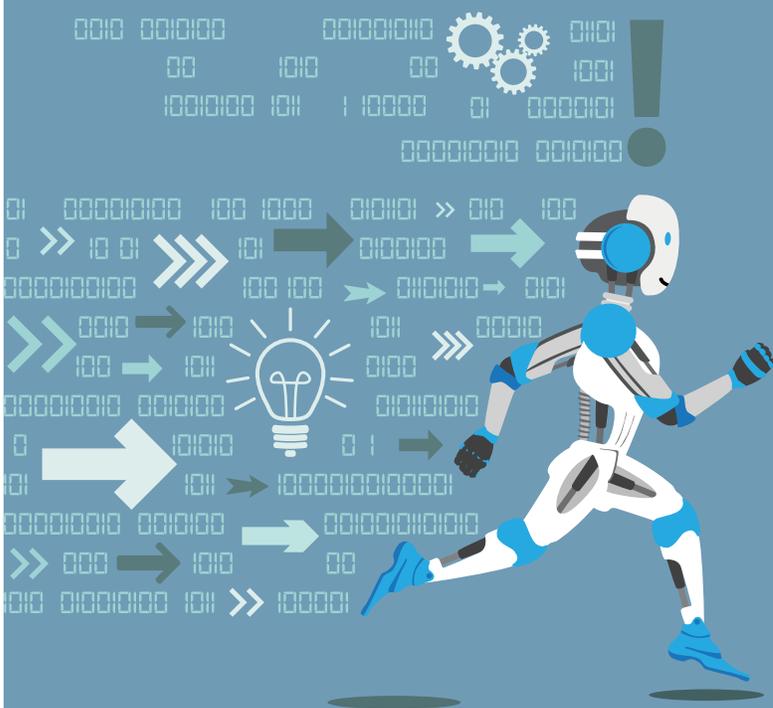


Save time and money - Working as a hiring manager means having several résumés hurled your way. Unfortunately, many résumés are inadequate if not barely relevant, complicating your ability to fill vacant positions. And with unfulfilled vacancies capping productivity, leaving positions empty is unacceptable. With its ability to aid users in quickly analyzing mountains of data as well as making appropriate decisions, A.I. can be tailored to tackle the hiring process. Usually, hiring managers examine piles of résumés using keyword searches. The problem with these searches is that keyword usage can vary wildly between candidates and organizations. The result? Searches often turn up candidates lucky enough to use matching keywords. A.I. allows hiring managers to cover several searches using a single keyword. Machine learning creates the algorithms needed to execute the best searches and find the best candidates. It understands the intent of your search and produces more relevant results. With this capability, A.I. helps hiring managers dig through mountains of résumés at lightning speeds. A.I. can even benefit previously unsuccessful candidates by revisiting older résumés and prompting submitters to keep their information updated.

The role of the hiring manager - The roles of hiring managers are set to change as well. The many conveniences afforded by A.I. will translate into less time being spent on tasks that don't require human ingenuity or creativity. Managers will focus less on screening candidates. Instead, A.I. will refine the pool of candidates and bots will conduct the initial interviews, judging facial expressions and parsing word choice. Bots will also glean information from social media posts to assess whether candidates are engaged in illegal or unethical behaviors that may harm the organization. A.I. bots will even recognize evasiveness in candidates when facial expressions don't pair well with their words. With all this drudge work handed off to willing bots, hiring managers will initially spend more time engaging with the technology than the candidates. However, when unqualified candidates are sidelined, HR can now devote more meaningful time with those who have made it past the initial recruitment states. Implementing A.I. will also mean less reliance on gut instinct and more emphasis on quality data. Since gut instinct is often misguided, A.I. will give new employees a greater chance at success.

Improved candidate experience - The recruitment process isn't just about candidates impressing their would-be employers. The opposite is also acutely important. The effects of these impressions last long after the recruitment process has concluded and takeaways from this procedure will inform opinions about the employer's brand. A candidate having a bad recruitment experience will be hesitant to apply for future open positions with the same company. Not only this, but a tale of a bad experience can work its way through social media, hurting the reputation of the company and its ability to attract top-quality candidates. Better recruitment experiences keep candidates happy. To help this, A.I. powered chatbots will keep candidates engaged and updated through the process. These chatbots are responsive to candidates, answering questions and giving assistance where needed.

Eliminate bias - HR courting biases is not only illegal but can derail your company as top-quality candidates are allowed to fade quickly. Even the most open-minded of hiring managers can still harbor the types of biases that eclipse the best candidates. By shielding hiring managers from information such as race, gender and age, artificial intelligence can help eliminate much of that bias by ignoring the signposts used for discrimination. A.I. will help HR by gathering data on skills and offering a list of matching candidates. In this way, A.I. can help boost your organization's diversity by ferreting out candidates from underrepresented groups. Using A.I. to eliminate bias not only gets the best talent in front of you but also protects employees from liability. This is especially true when gleaning information from social media posts which often lay bare candidates' identifiable information.



Assigning new responsibilities - Recruiting can be an expensive, painstaking task which organizations would rather avoid. Dodging the drudgery means either promoting from within (which only postpones new hires) or assigning new responsibilities and better compensation to existing employees. Opting for the latter allows for a seamless transition while cementing employee loyalty. Knowledge of the company's inner workings will help fast-track the employee's productivity. A.I. can help identify capable employees by furnishing managers with instant feedback and tracking employees' progress. A.I. can also prompt employees to keep their résumés updated and identify those employees who are ready for change. Employees ready for further training or those hurtling towards quitting will also receive a boost as A.I. can help identify employees best suited for intervention.

These changes, propelled by A.I., seem promising for both employer and employees alike. Apart from removing the barriers to gaining employment, A.I. offers HR a new set of tools to expedite and hone the process. While HR won't be the only department affected by the advances in artificial intelligence, these benefits suggest much to look forward to. And while A.I. doesn't promise such positive results in all aspects of the workplace, hiring managers and candidates alike can take comfort knowing that A.I. is addressing the important issues of the day.

