

A close-up photograph of a human hand on the left and a blue, articulated robotic hand on the right, both reaching towards each other against a dark background. The human hand is lit from below, showing skin texture. The robotic hand has glowing blue joints and a sleek, futuristic design.

# ARTIFICIAL INTELLIGENCE FOR RECRUITING SUCCESS

## 3 WAYS TO WIN THE WAR FOR TALENT

**Talent shortage is the biggest issue we face in today's labor market.** As recruiters, it's our job to fill open positions with the best candidates available — yet those candidates are getting harder to find and easier to lose. In fact, **nearly three quarters (72.8%) of employers are having difficulty finding skilled employees.**<sup>1</sup>

There are several contributing factors to this trend:

**Baby Boomers are retiring at the rate of 10,000 per day**<sup>2</sup>

This takes their skills and experience off the market. They are not being replaced at the same rate by new generations of workers.

**The U.S. unemployment rate is just 3.8% (as of February 2019) — the lowest it's been since 1953.**<sup>3</sup>

According to the U.S. Labor Department's definition, that is a fully employed labor pool. And the rate is predicted to drop even further, to 3.4% by the end of the year.

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The growing "gig economy" is diverting potential full-time employees into self-employment or temporary contract positions. **Approximately 36% of U.S. workers are now in the gig economy,**<sup>4</sup> and that number is expected to grow.

So how can recruiters compete successfully in a job market where supply is vastly smaller than demand? The answer is threefold: **attract more candidates; don't lose them during the application and hiring process; and make a desirable offer.**

In this paper, we'll survey ways to use artificial intelligence (AI) to reach deeper pools of talent, screen more effectively and speed up the process, all while saving the recruiter time and effort.

Speed is critical in capturing the younger generations of talent (Millennials, Generation Z and to a certain extent Generation X): speed in applying, interviewing and hiring.

According to CareerBuilder, 60% of job seekers quit in the middle of filling out an online job application because it took too long (more than 10 minutes) or was too complex.<sup>5</sup>



Meanwhile, 50% of employers surveyed said a long application process helps weed out inappropriate candidates.<sup>6</sup> Clearly these employers are missing out on many valuable candidates who know they have options and won't submit to a tortuous process.



69% of job candidates said that employer response time was what most needed to be improved about the application process.<sup>7</sup>



Now let's see how artificial intelligence works within the recruitment funnel to improve the speed, accuracy and costs of hiring talent.

## 1. PREDICTIVE ANALYTICS

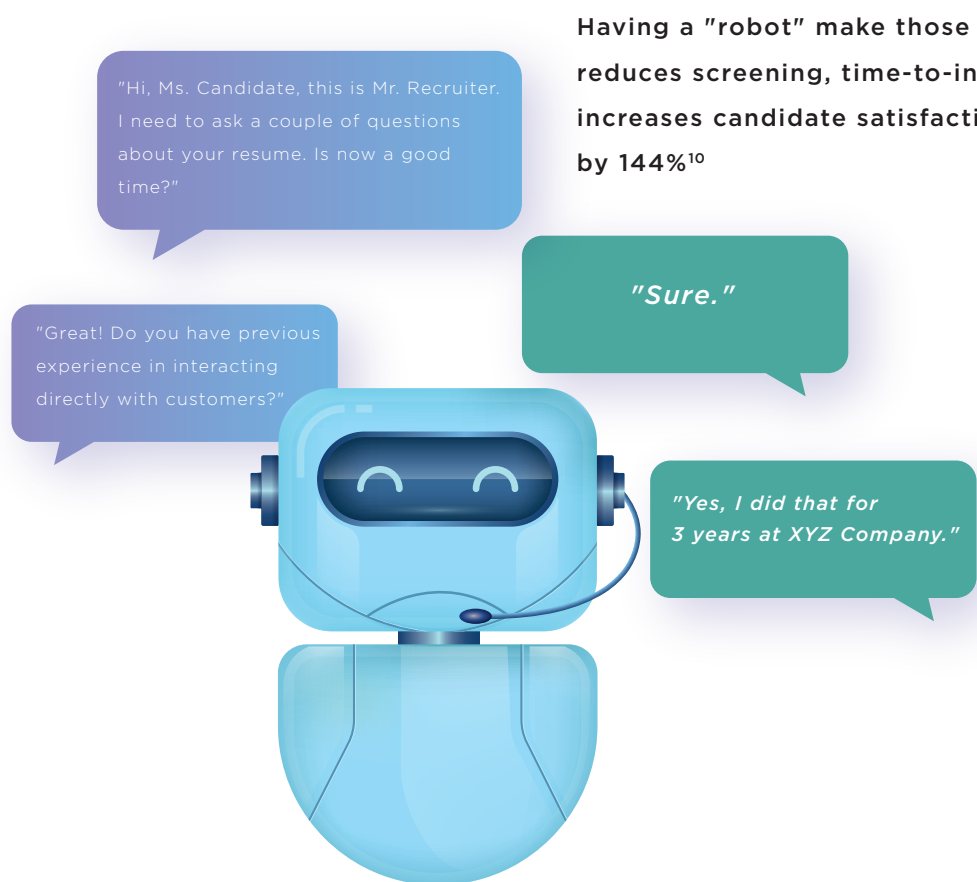
With this intelligent machine learning, **you can largely automate the tasks of getting your job posting in front of the right people, then ranking their resumes, pre-screening and shortlisting candidates for the next step.** It reduces the time HR personnel have to spend on manual reading and sorting, thus freeing them up for the more high-value work of in-person interviews, reference checks, and so on.



One such system is Ideal, which integrates with existing HR software. Its functions include connecting all candidate data sources; real-time screening; discovering overlooked talent in your existing applicant database; and identifying candidates more likely to stay longer and perform better. It also offers a chatbot (more about them below) to replace routine initial phone screenings.<sup>8</sup>

Predictive analytics is also used to craft more effective job postings and optimize response to those postings. Using your historic data as well as macro-economic and talent data, it provides insights into the best media vehicles for recruiting by industry, location, skill sets or whatever metrics you choose. An intelligently worded job ad also discourages unqualified candidates from entering the application process in the first place.

## 2. CHATBOTS



Having a "robot" make those routine phone calls for you significantly reduces screening, time-to-interview and interview-to hire times, increases candidate satisfaction by 92%<sup>9</sup> and recruiter productivity by 144%<sup>10</sup>

Today's sophisticated conversation and machine learning technology creates a natural, engaging experience for the candidate, while collecting important insights into qualifications and character.

Chatbots specifically tailored to recruiting include Mya (mya.com) and Allyo (allyo.com).

Speech bubbles in the illustration:

- Blue bubble: "Hi, Ms. Candidate, this is Mr. Recruiter. I need to ask a couple of questions about your resume. Is now a good time?"
- Green bubble: "Sure."
- Blue bubble: "Great! Do you have previous experience in interacting directly with customers?"
- Green bubble: "Yes, I did that for 3 years at XYZ Company."

## 3. FLEXIBLE SCHEDULING TECHNOLOGY

These tools come into play after the hire and during the recruit's employment. Offering them can give you a significant advantage when the candidate is deciding among several potential employers. As well, they give you access to deeper pools of talent who can't or don't want to sign up for a traditional 9-to-5 job — those who are currently flocking to the gig model of employment.

With flexible technology, employees have more control over their schedules while employers solve attendance gaps. It creates a shift marketplace where workers can pick up extra hours whenever they want.

The ability to work at times that fit with other life commitments, or work remotely, is a high priority for many of today's skilled workers.



Nearly half (47%) of respondents in an Indeed survey said that working remotely was an important factor in choosing a job.<sup>11</sup>



75% of employees who work from home say it has improved their work-life balance.<sup>12</sup>

Integrity has developed our own proprietary flexible scheduling tool called Flexforce. Our clients can utilize on-demand scheduling options, shift sharing and swapping for the associates we place with them. Associates access the app with their phones at any time, so vacancies could be filled within seconds of being posted.

### Conclusion

It currently takes an average of 27 days to acquire a new hire, and costs about \$4,000.<sup>13</sup> Artificial intelligence can greatly reduce both those numbers — and both candidates and employers would reap the benefits.

## ABOUT US

Integrity Staffing Solutions is a full service staffing agency and ranks in the top 2% of agencies across the country for quality service based on Clearly Rated's Best of Staffing client survey. To learn more about Integrity or for help with your hiring needs, visit [Integritystaffing.com](https://www.integritystaffing.com) or call 888.458.TEMP.

<sup>1</sup>2019 Hiring Statistics, Trends & Data by Gonzalo, jobbatical.com

<sup>2</sup>Baby Boomers Retire by Russell Heimlich, Pew Research Center

<sup>3</sup>Unemployment Rate by Year Since 1929 Compared to Inflation and GDP by Kimberley Amadeo, thebalance.com

<sup>4</sup>57 Million U.S. Workers Are Part Of The Gig Economy by TJ McCue, Forbes.com

<sup>5</sup>Study: Most Job Seekers Abandon Online Job Applications by Dave Zielinski, shrm.org

<sup>6</sup>Ibid

<sup>7</sup>23 Surprising Stats on the Future of Recruiting by Tallulah David, CareerArc.com

<sup>8</sup>How Predictive Recruitment Analytics Can Save You 23 Hours by Ji-A Min, ideal.com

<sup>9</sup>allyo.com

<sup>10</sup>mya.com

<sup>11</sup>Remote Work Can Bring Benefits, but Attitudes Are Divided, blog.indeed.com

<sup>12</sup>Ibid

<sup>13</sup>Recruitment Statistics - Challenges, Trends And Insights For Better Hiring by Sonika Sharma, emptrack.com