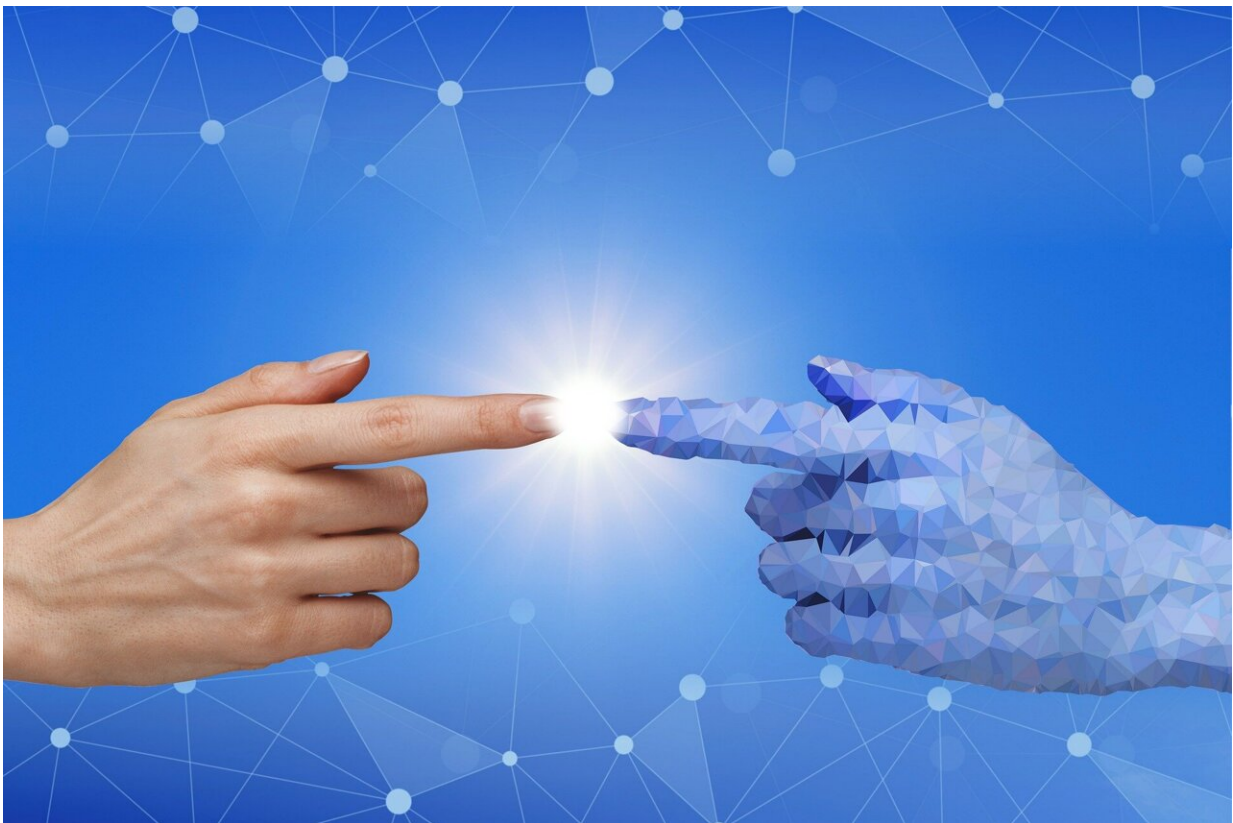


# How AI can transform traditional HR recruitment processes

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ups reaching \$20bn in Q2 of 2021 as shown in a report by CB insights, a number that's more than double the total for the same quarter in the previous year, there are exciting opportunities ahead for multiple industries.

HR is one of the industries that have been transformed by AI. This is because finding the right candidate involves data such as a candidate's details and search processes conducted by organizations.

The use of AI in managing and optimizing this data has become very valuable due to its role in facilitating the efficiency of the recruitment process. It is noteworthy that the use of AI is not merely confined to talent acquisition, but also in [employee](#) retention and communication.

In fact, employee turnover is one of the major concerns of companies worldwide. There has been a global trend of employees rethinking their career options since the on-set of COVID-19. According to a survey by Robert Walters, two thirds of professionals in the MENA region were looking to move jobs in the first half of 2022.

As such, the role of AI in facilitating communication with employees and hiring the right candidates has become more pressing than ever before.

## **Recruitment**

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## **Automating employee communications**

AI-backed chatbots can enable HR teams to ensure efficiency of internal communications by keeping the engagement and conversation going with employees going all year long. Chatbots can ensure that all information relating to policy changes, announcements, leave approvals and more are conveyed to employees. This serves to save time for HR teams and reduces the possibility of communication errors.

Currently, chatbots are also advanced enough to provide natural, human-like communication that has the capacity to engage in personalized conversation. This data can also be used in addressing specific concerns that employees have, which in turn helps HR practitioners understand overall sentiment, find necessary action points, and consequently boost engagement and reduce turnover.

## **Candidate resumes on smart digital forms**

AI provides HR departments and prospective candidates with the opportunity to automate repetitive tasks and focus on more strategic and creative work. Automating steps of the onboarding processes can free time spent on overseeing every step thus allowing HR employees to allocate their time on more important tasks such as mentoring and connecting with new employees.

Traditionally, new applicants are required to re-enter their details multiple times during the hiring process. To ensure candidates are not left with a poor impression of the company and to facilitate the efficiency of the process, AI can help candidates transfer information to smart digital platforms that can store this information and facilitate completing applications in less time. As such, AI can automatically recognize [relevant information](#) as required and insert it where relevant in future forms.

Finally, as companies are realizing the need to invest in candidate experience during the recruitment process, AI is increasingly being used to analyze the previous experiences and interests of candidates to match them with the roles they are better suited for.

## **Employee development programs and training**

With AI-powered HR training modules, employees can study and learn about their roles and responsibilities. For employees to progress in their careers, AI-powered systems can recommend relevant skill sets based on their job description. AI applications in HR technology can analyze employee data and alert HR staff to training needs.

Despite the benefits of AI for both candidates and HR personnel, it is

important that organizations invest effort in promoting responsibility in the use of AI-based tools. Companies should ensure that HR teams have a good understanding of AI ethics and data protection. Most importantly, trainings about how to optimize the use of AI and interpret data is essential to streamline the HR process. Developing a thorough understanding of the use of AI helps to fully leverage its full potential and alleviate distrust of AI systems.

Provided by Heriot-Watt University

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