

## AI Recruiting – Threat or Opportunity?

It is no news that technological advances continue to shift the labor market and as a result, recruitment practices. A popular and emerging trend for 2017 has been the use of Artificial Intelligence in Recruitment software.



**What is Artificial Intelligence?** Artificial Intelligence (AI) is the science of how to make machines think for themselves. Simply put, AI for recruiting is designed to automate part of the recruiting workflow.

**How is AI in Recruiting utilized today?** Recruiters nowadays are able to utilize AI software to auto-screen candidates and conduct sentiment analysis on job descriptions. Organizations such as Facebook, GE and IBM are currently utilizing machine intelligence to not only auto-screen but to scan through candidate information such as social media content and facial expressions to weed out unwanted applicants.

**Why are organizations turning towards AI Software?** Talent Acquisition leaders are reporting that within the next year, their open requisition numbers will continuously increase yet their recruiting teams will remain the same size. Some benefits to AI Recruiting would include:

**1. Faster screening process:** presently, there are a number of AI tools that can engage the candidates before and after the application process creating an overall better candidate experience. Applicants can interact with a chat box where a variety of company personalized interview questions are posed. AI software will then rate the responses accordingly. This allows recruiters to quickly and effectively assess resumes.

**2. HR Practices:** although new hire onboarding is effective in providing relevant company information, 90% of new employees typically forget what was covered during the initial meeting. AI can help answer key repetitive questions such as benefit coverage, FMLA, vacation times and payment related issues. In addition, the market today is heavy in case management software which can allow HR practitioners to gather pertinent information such as employee complaints, investigations or request specific information. Finally, whether it is booking interviews or meetings, scheduling can easily be automated through AI technology.

**What are some challenges with AI Technology?** AI Technology requires a lot of data in order to accurately screen information and mimic human intelligence. Organizations must thus carefully look into which resources to utilize should they

decide to integrate AI recruiting. In addition, because AI finds patterns in previous behavior, if an organization has pre-set biases, the software will easily replicate these already existing human biases. Finally, as HR practitioners are constantly bombarded with new technology, AI software has a long way to

go in regards to proving their efficiency and reliability as there will be a level of skepticism associated with this new trend.

Although some may argue that AI practices raises questions about accuracy and privacy, many also counter that utilizing AI for hiring purposes could result in higher quality, better candidate experience and an overall more diverse and dynamic workplace. With the proper tools and research, HR professionals can capitalize on this growing trend!

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### **Claudia Perez** Sr. VP of Operations

Claudia joined Marquee in 2011 where she has been vital in growing and developing the Orange County Territory. Her background includes leading several on-sites in the mortgage, aerospace and medical device industry. Through her strong business acumen, understanding of the market and stellar customer service, Claudia sets the tone for building solid relationships with both her internal team and with clients.



### **Ann Nguyen** Assistant Branch Manager – Orange County Division

Ann and her team are focused on placing top tier Consultants in Southern California ranging from various industries including Medical Device, Accounting & Finance, Administrative Support and Engineering. She works directly with clients in helping overcome staffing challenges through quality candidates who fit company culture and goals.

