

**THE FUTURE OF RECRUITING**

**AI**

**SO HOT RIGHT NOW**

memegenerator.net

**AI**

**JUGGED**

# AGENDA

- **What is A.I.?**
- **Types of A.I.**
- **A.I. in the Recruitment Process**
- **A.I. Tools - deep dive**
- **Top Struggles with A.I.**



# What IS Artificial Intelligence?

*The end of the **\*\*\*ing** world. Don't believe \*\*\*\*!*

- Urban Dictionary

*“A branch of computer science dealing with the simulation of intelligent behavior in computers”*

- Merriam Webster

*“any device that perceives its environment and takes actions that maximize its chance of successfully achieving its goals”*

- Computational Intelligence: A Logical Approach

*“a system’s ability to correctly interpret external data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation”*

- Business Horizons Journal (62)



# Riiiiight... So, What is A.I.?

Artificial intelligence was founded as an academic discipline in 1956

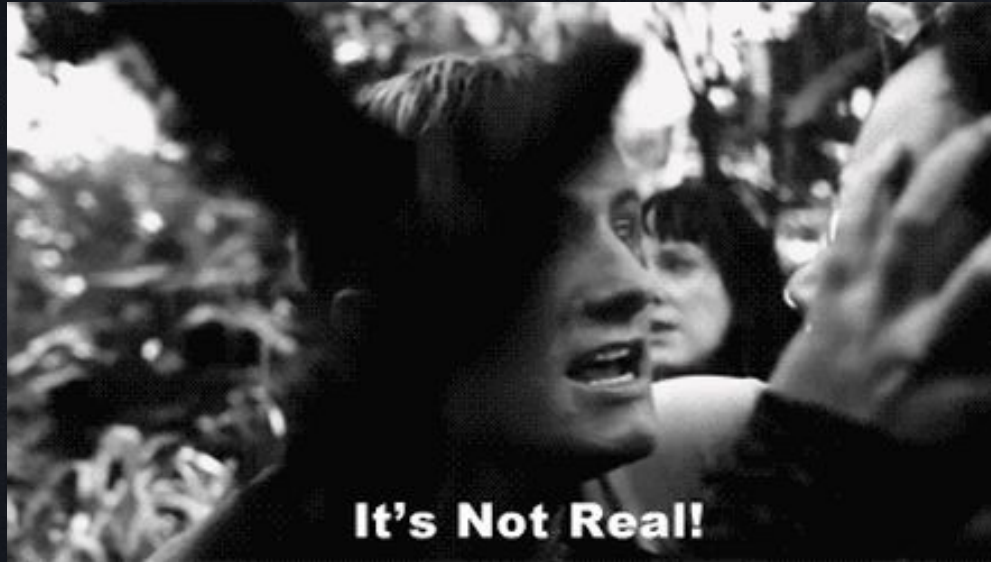
**Only when a machine can make the right decision in uncertain circumstances can it be said to be intelligent.**

Instead of working towards a single human-equivalent computer intelligence, research groups splintered off to investigate specific aspects of the larger problem: speech recognition, for example, computer vision, probabilistic inference – even chess.

- New Scientist 3, November 2012



# What A.I. Tools Are Out There?

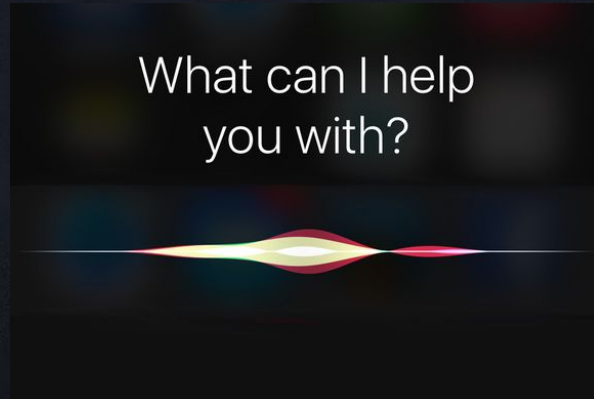


# 4 Types of A.I.

## Reactive Machines



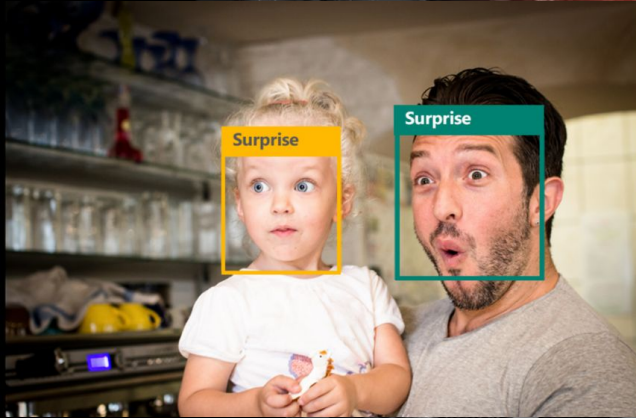
## Limited Memory



# 4 Types of A.I.

Theory of

Self-Awareness



# Sourcing & Messaging

- ❖ **Market Insight & Data**
- ❖ **Boolean searches / web mining / finding candidates**
- ❖ **Creating personal connections/reasons to be in touch**
- ❖ **Finding contact information**
- ❖ **Customized Messages**
- ❖ **Communication Automation**

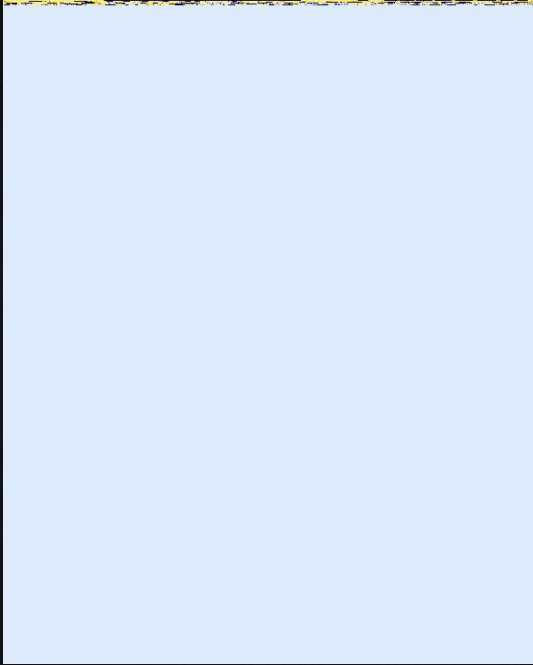


# Interviews & Process

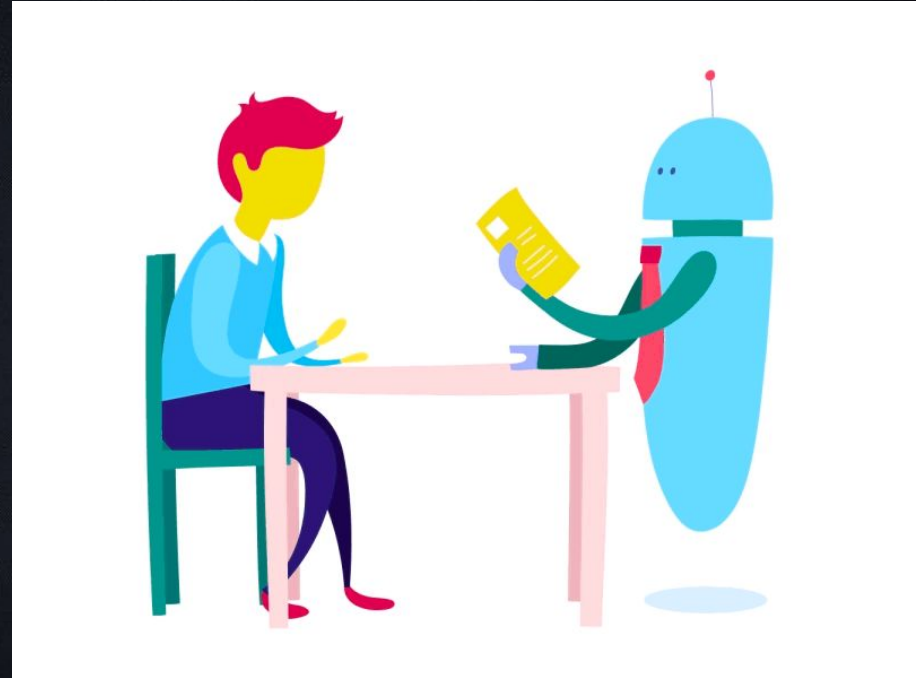
- ❖ Data Collection (The Phone Call)
- ❖ **Scheduling**
- ❖ Feedback
- ❖ Closing Candidate on Opportunity



# CAUTION: A.I.



**Candidate Matching**



**Automated Interviews**

# What Can A.I. Help With Then?

- ❖ **Market Insight & Data - SOURCING**
- ❖ **Finding / Identifying Candidates - SOURCING**
- ❖ **Communication Automation - CHATBOTS**
- ❖ **Scheduling - CALENDARING**





# Sourcing

 seekout

*entelo*

 hiretual



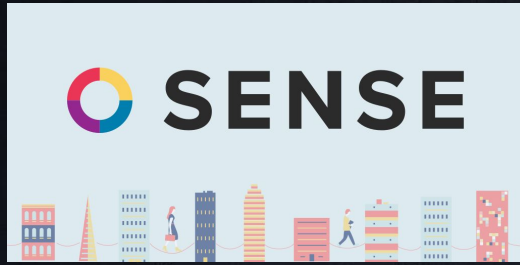
**ENGAGE**  
AI RECRUITING



AmazingHiring  
big data empowering recruitment



# Chatbots



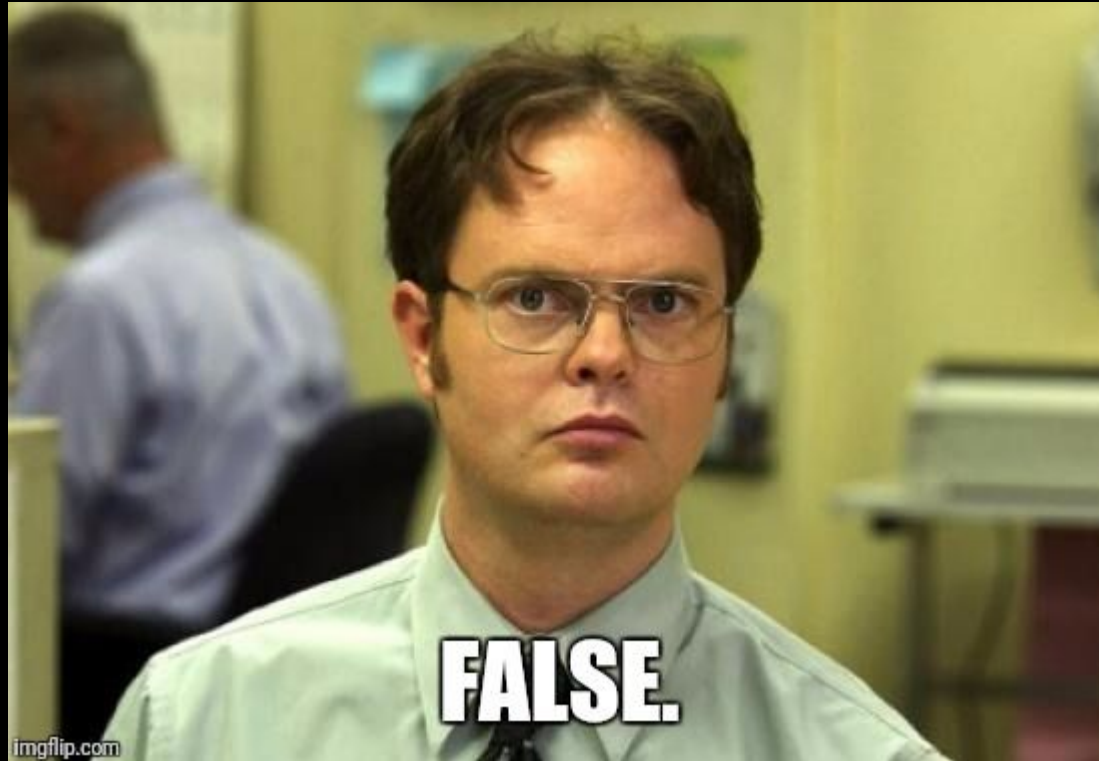
# Calendaring



# Build Your Tooling Use Case



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# Build Your Tooling Use Case

## Work Harder - The Numbers

1. Profiles Viewed
2. Messages Sent
3. Qualification Calls
4. Submissions
5. Placements



# Build Your Tooling Use Case

## Work Smarter - The Turn-Rates

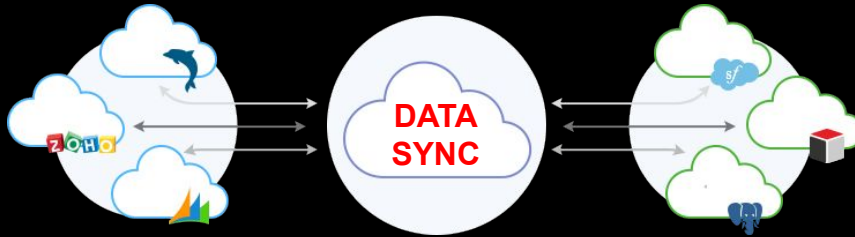
1. Profiles Viewed vs. Messages Sent (Search Quality)
2. Messages Sent vs. Messages Opened (Quality of Subject / Timing)
3. Messages Sent vs. Responded (Quality of Messages)
4. Responded vs. Phone Screens (Timing / Pitch / Role or Company Fit)
5. Phone Screens vs. Submissions (Quality of your search against the job)
6. Submissions vs. 1st Interviews (Alignment with the Hiring Manager)
7. 1st Interviews vs. Offers (HM expectations vs. Market conditions)



# Top Struggles with A.I.



## User Adoption





# Fears Around A.I.



# Fears Around A.I.



## Machines Taking Over



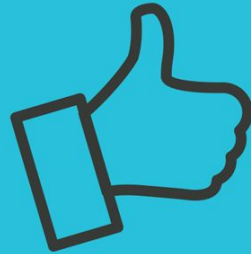
Automation vs. Productivity

Robotic Workforce

Question	Europe	N. America	Asia	NA/Asia gap
Full Automation	130.8	168.6	104.2	+64.4
Truck Driver	13.2	10.6	10.2	+0.4
Surgeon	46.4	41.0	31.4	+9.6
Retail Salesperson	18.8	20.2	10.0	+10.2
AI Researcher	80.0	123.6	109.0	+14.6

# Fears Around A.I.

## CANDIDATE EXPERIENCE



1. Lack of response from employers
2. Complicated job application process
3. Unpleasant interview

V



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... Humans