AI in Recruiting:
The Uses, Benefits, and Pitfalls

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Introduction

The resilience of any organization during uncertain times depends on its ability to find and hire the right candidate. However, technological advancements and digitization have disrupted the way organizations recruit talent today. Every step of recruitment uses Artificial Intelligence, from sourcing candidates to onboarding new employees. According to SHRM, 88% percent of companies already use AI for HR. Using AI in recruitment has already resulted in significant improvements in efficiency and accuracy. As technology continues to evolve, it is poised to make even greater strides in the years to come.

In this whitepaper, we delve deep into the role of AI across the hiring funnel, its uses, benefits, and pitfalls.

Source
- AI based outreach tools
- AI based ad serving technologies
- Database discovery
- Database enrichment
- Job desc analysis

Screen
- Resume Scoring and matching
- Vrtual recruiting assistants
- Video interviews
- Voice analysis

Engage
- Intelligent candidate engagement
- Automated scheduling
- 24 x 7 support

Evaluate
- Adaptive assessments
- Text and essay evaluation
- Proctoring

Onboard
- Virtual assistants
- Identity verification
- Automated reference checks

Candidate Sourcing

Using AI-based candidate sourcing frees up recruiters' time, helping them focus on strategic recruitment functions. The proper implementation of AI in sourcing candidates can help improve metrics like cost-to-hire, time-to-hire, time-to-fill, quality-of-hire, etc.

AI-based outreach

What it does	Starts and maintains communication with prospective candidates through various channels until the candidate responds.
Benefit	Automates prospecting of candidates and frees up recruiter's time.
How it works	Integrates with any sourcing channel of the recruiter's choice and then launches recruitment marketing campaigns.
Potential pitfalls	If the communication is not real-time, personalised, and intelligent, it can end up spamming candidates; Can result in a negative candidate experience if they identify that a system, and not a human, is engaging with them; Several sourcing channels block automated virtual assistants.

AI-based ad placement

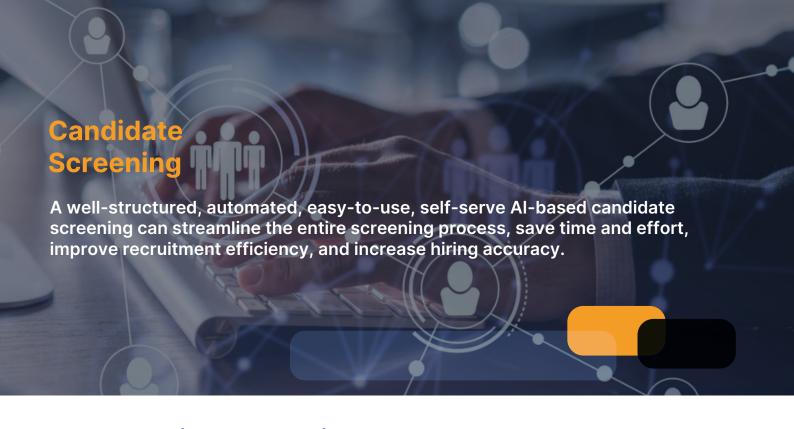|	
What it does	Shows personalized ads to prospective candidates on various sourcing channels, such as social media, search engines, job aggregators, etc.
Benefit	Creates superior employer brand awareness; effective in high-churn high-volume hiring.
How it works	Prospective candidates are targeted based on demographics, contextual and behavioural data analytics.
Potential pitfalls	Highly cost sensitive.

Candidate Sourcing

Database enrichment

What it does
Enhances, refines, and improves candidate information on the database.

Benefit
The talent pool is never outdated; it gathers and offers insights beyond resumes; offers a comprehensive candidate overview.

How it works
Enriches candidate profiles with comprehensive up-to-date information from crowdsourced data and public sources.

Potential pitfalls
Should comply with privacy regulations such as GDPR; can lead to unconscious bias.

Job description analysis

What it does
Creates unique and personalized job descriptions and job adverts. Generates job descriptions with knowledge, skills, qualifications, and responsibilities using AI; Makes JDs gender neutral.

Benefit
Scales up the team's productivity and efficiency; optimizes the JD to eliminate any unconscious gender bias; optimizes it for SEO.

How it works
Creates customized job descriptions using an existing content library and other sourcing channels. It updates the descriptions as skill sets advance, ensuring the JDs are up to date with the market requirements.

Potential pitfalls
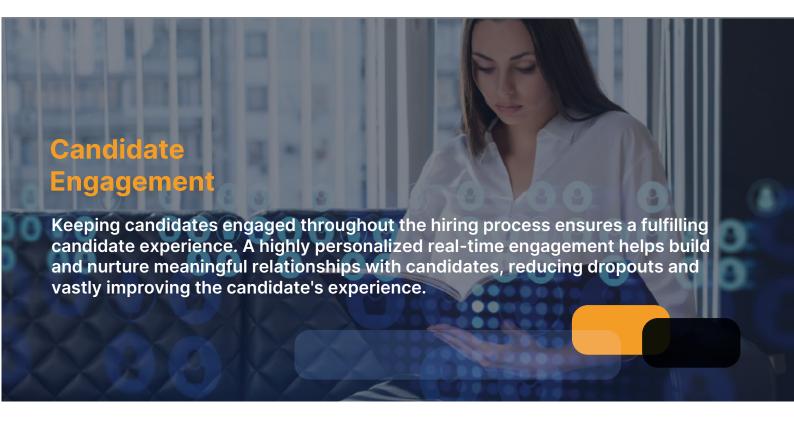Can get quite expensive if not used well, with limited ROI.

Candidate Screening

A well-structured, automated, easy-to-use, self-serve AI-based candidate screening can streamline the entire screening process, save time and effort, improve recruitment efficiency, and increase hiring accuracy.

Resume scoring and matching

What it does	Identifies, scores, and ranks resume relevance to the job description.
Benefit	Helps identify and shortlist candidates based on their suitability.
How it works	Compares content (keywords, phrases, and synonyms) of resume to the job description.
Potential pitfalls	False negatives can disqualify suitable candidates.

Conversational Virtual Assistants

What it does	Serves as a virtual 'recruitment coordinator;' enables intelligent, meaningful, human-like, and real-time conversations with candidates.
Benefit	Intelligently interacts and engages with candidates, keeping recruiters away from repetitive and administrative activities.
How it works	Follows an intelligent and conversational workflow using a chatbot as a medium.
Potential pitfalls	Poorly designed, non-intelligent, non-personalized VAs can lead to a poor candidate experience.

AI video interview

What it does
Records candidate's responses and uses explainable AI to pre-screen and shortlist candidates

Benefit
Eliminates human bias, reduces time-to-hire, enhances the candidate experience

How it works
Records the candidate's response, and parses the response into text; analyses the candidate's vocabulary, emotions, and voice tonality

Potential pitfalls
Many candidates do not enjoy talking into a camera; the scientific link between emotion analysis/voice analysis to the ability to do the job is not well established
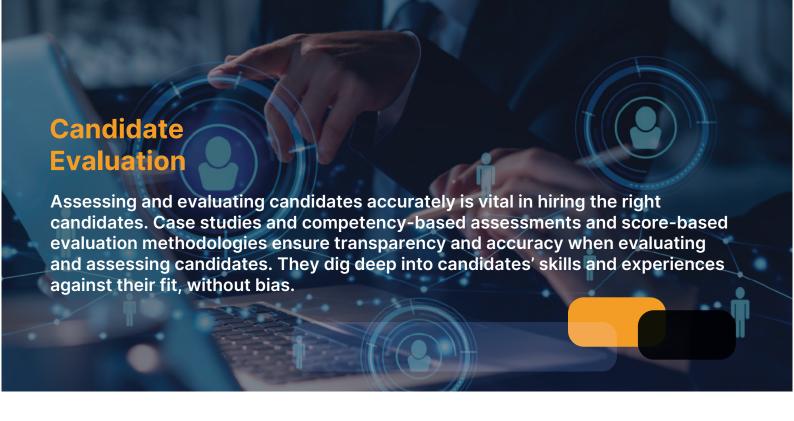
Candidate Engagement

Keeping candidates engaged throughout the hiring process ensures a fulfilling candidate experience. A highly personalized real-time engagement helps build and nurture meaningful relationships with candidates, reducing dropouts and vastly improving the candidate's experience.

Intelligent candidate engagement

What it does
Engages, interacts, and guides candidates intelligently in real-time.

Benefit
Provides a fulfilling candidate experience; keeps candidates updated about their application status; enhances employer brand image; reduces candidate drop-off.

How it works
Communicates with candidates via different engagement channels (email, WhatsApp, text); analyses candidate behaviour and engages with them accordingly.

Potential pitfalls
Non-personalized over-communication leads to spamming, resulting in a block-out by candidates; challenging to cover all available channels.

Interview Scheduling

What it does — Allows candidates to self-schedule and reschedule interviews.

Benefit — Streamlines and simplifies the interview scheduling process, saving the recruiter's time and effort.

How it works — Takes hiring managers' and candidates' available slots as input and lets candidates self-schedule the interview.

Potential pitfalls — Tricky with high-volume hiring and group interviews; time over-spill if multiple stakeholders are involved.

24x7 support

What it does — Addresses candidates' queries 24x7 in real-time.

Benefit — Candidates stay informed throughout the recruitment process; can engage, interact, or ask questions irrespective of time and location.

How it works — Maintains a FAQ database, analyses candidate responses with the database, and addresses them intelligently.

Potential pitfalls — Can give irrelevant or wrong answers if the database is not large enough or the relevance algorithm is not strong enough.

Candidate Evaluation

Assessing and evaluating candidates accurately is vital in hiring the right candidates. Case studies and competency-based assessments and score-based evaluation methodologies ensure transparency and accuracy when evaluating and assessing candidates. They dig deep into candidates' skills and experiences against their fit, without bias.

Adaptive assessments

What it does	Evaluates candidates' skills or competencies.
Benefit	Shorter assessments; more accurate and fair scores; better questionnaire security; better candidate experience.
How it works	Assessments adapt to the candidate's ability level in real-time; questions get harder or easier based on length of the streak of correct answers.
Potential pitfalls	Often stressful for the candidates; candidates may always report the test is hard; for gamified assessments, candidates can fail to see the connection with the job.

Text & essay evaluation

What it does	Evaluate and rate the candidate's free-text-based answers.
Benefit	Saves recruiter's time and effort; brings consistency to assessments; eliminates recruiter bias.
How it works	Trains the system with recruiter evaluation metrics on actual sample data, based on the guidelines on scoring; flags ambiguous data set for manual evaluation.
Potential pitfalls	Potentially adds bias to the selection process if recruiter diversity is not ensured.

Proctoring

What it does
Monitors candidates' context to prevent or minimize the possibility of cheating.

Benefit
Brings trustworthiness to assessment results and prevents impersonation, making the assessments even more secure.

How it works
Using context-aware technologies, the system supervises candidate behaviour to flag any suspicious or fraudulent activities in real-time.

Potential pitfalls
Without proper standards and compliances, it can lead to violation of privacy; cybersecurity vulnerabilities could arise; raises questions about the ethics of surveillance.

Candidate Onboarding

Ensuring a simple, automated, and effortless onboarding process for new hires makes the transition from candidate to employee seamless. A robust onboarding process streamlines and personalises the complex onboarding experiences, delivering superior employer branding and a winning candidate experience.

Identity verification

What it does
Verifies the identity of the candidate to ensure that the right candidate gets hired for the role.

Benefit
Verifies and authenticates candidates' ID documents in real-time to curtail identity fraud.

How it works
Captures, analyses, and compares the presented candidate's data with the official data set using facial recognition and facial comparison technologies.

Potential pitfalls
Not all ID proof is easy to verify; infrastructure issues can make the process tedious and disappointing.

Conclusion

Recruitment teams across the globe are leaning toward Artificial Intelligence-based recruitment platforms to streamline their recruitment process to increase efficiency, reduce cost, and achieve accuracy in hiring. Using Artificial Intelligence for talent acquisition presents promise, as well as risk. Recruiters using AI-based recruitment platforms to hire candidates should be able to utilize it fully, while also being informed and equipped to identify potential pitfalls as well.

Even though recruitment teams are only at the cusp of their potential, AI-based recruitment has already disrupted the talent acquisition ecosystem. Instead of alienating it, recruiters should embrace AI and let it help automate mundane, routine tasks while they can focus on building meaningful relationships with candidates. Combining AI and human resources can help organizations to find the best-fit candidates accurately, efficiently, and consistently.

Need expert advice?

Talk to the team at impress.ai. We've reimagined the recruitment process for organizations of all sizes and industries, from large public sector clients to agile consultancy firms, helping them screen, engage, assess, and evaluate top talent accurately.

About impress.ai

impress.ai, an enterprise-focused recruiting software provider focusing on making accurate hiring easier. Its software helps large enterprises to streamline their recruitment process by enabling them to screen, engage, evaluate and hire talent with accuracy, consistency, & efficiency. We have partnered with leading businesses globally, offering 24/7 recruitment capability, helping them qualify the best candidates, increasing their hiring efficiency, and improving employee retention while consistently delivering superior candidate experience.

Headquartered in Singapore, impress.ai has a regional presence in the USA, Australia, India, and Indonesia. impress.ai was accredited by IMDA under the Accreditation@SG:D programme and has won 'Silver' in the Most Promising Innovation category at SG:D Techblazer Awards 2020.

Interested in more information?

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