



The next wave of AI-led recruiting

Four ways machines are enabling their human counterparts to hire smarter.

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The recruiting process is broken and expensive.

With companies spending over half of their revenue on payroll alone¹, employers are under constant pressure to hire the right people. Recruiters and hiring teams are often assigned mundane tasks like screening and scheduling, and are left with little bandwidth to focus on what truly matters: building relationships, assessing fit and onboarding new hires. As a result, decisions are often based on gut instinct and made within the first few minutes of an interview before employers can really get to know a job applicant. Job seekers are left feeling like the recruiting process was less than satisfactory and employers aren't sure if they really hired the best person for the job.

But imagine what recruiters can accomplish when they are empowered with machine learning and artificial intelligence (AI) solutions. Machines can understand large data sets, distinguish patterns and self-improve over time using historical data points. Recruiting technology can also leverage machine learning to scrub prior job descriptions and high-performing employee profiles to uncover the most qualified candidates of tomorrow. Additionally, machines can automate non-cognitive tasks and facilitate natural conversations, resulting in higher productivity and an overall better recruiting experience.

Data shows recruiters are hungry to use AI-powered tools to assist with their hiring efforts.²

69%

of talent acquisition professionals believe AI helps generate higher quality candidates



87%

of professionals said they are excited to work with AI even more in the future



¹ "What percent of your revenue should be allocated to payroll?" July, 2018. Second Wind Consultants. <https://www.secondwindconsultants.com/percent-revenue-allocated-payroll>.

² "Korn Ferry Global Survey: Artificial Intelligence (AI) Reshaping the Role of the Recruiter." January 18, 2018. Korn Ferry. <https://www.kornferry.com/press/korn-ferry-global-survey-artificial-intelligence-reshaping-the-role-of-the-recruiter/>.

In this eBook, we will evaluate the evolution of recruiting workflows from its history as a largely manual process to the future of recruiting where humans and AI-powered machines work in tandem. To fully understand how the recruiting function has transformed, we will illustrate how AI technologies like AllyO address the major challenges experienced by recruiters, hiring teams, candidate pools and new hires.

From manual to automation

How did talent acquisition end up here?

In theory, applying for a job should be simple. Candidates search for job openings where they meet the basic qualifications, submit their resume and expect to hear back from recruiters in short order. But in reality, the job hunting experience is much more complicated for recruiters and candidates alike.

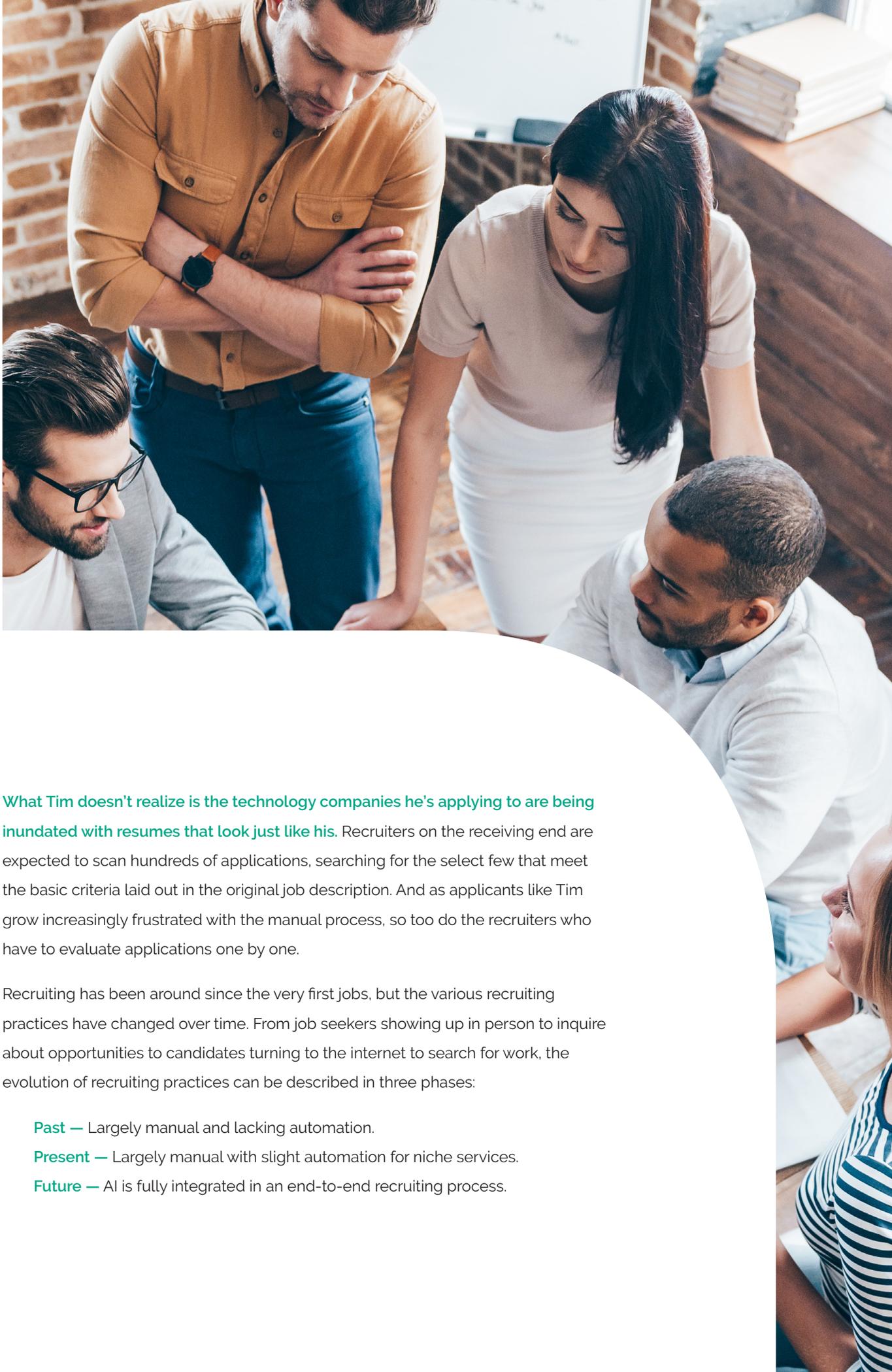


Meet Tim, a young college graduate with a few years of internship experience under his belt, who is searching for entry-level software engineering position using job boards like LinkedIn, Indeed and Glassdoor. Eager to apply to as many opportunities as he could, Tim spends almost all of his free time:

- **Researching open positions** to determine which opportunities match his skill set
- **Uploading copies of his resume** and cover letter to individual job openings
- **Filling out forms** with the same information found on his resume
- **Answering additional questions** on why he wants to work at the company
- **Repeating the same process** for each individual job posting he finds

After investing half an hour to an hour on each job application, Tim finds himself playing the waiting game, hoping to hear back from at least one employer about an interview. On average, however, the entire job-search process can take over six weeks — and Tim finds some recruiters are simply not getting back to him.³ Qualified candidates like Tim eventually lose the motivation to apply for more jobs because of how long they have had to wait to hear back from a recruiter.

³Here's how long it really takes to get a job." October 22, 2015. Time. <http://time.com/money/4053899/how-long-it-takes-to-get-hired/>.



What Tim doesn't realize is the technology companies he's applying to are being inundated with resumes that look just like his. Recruiters on the receiving end are expected to scan hundreds of applications, searching for the select few that meet the basic criteria laid out in the original job description. And as applicants like Tim grow increasingly frustrated with the manual process, so too do the recruiters who have to evaluate applications one by one.

Recruiting has been around since the very first jobs, but the various recruiting practices have changed over time. From job seekers showing up in person to inquire about opportunities to candidates turning to the internet to search for work, the evolution of recruiting practices can be described in three phases:

- Past** — Largely manual and lacking automation.
- Present** — Largely manual with slight automation for niche services.
- Future** — AI is fully integrated in an end-to-end recruiting process.



The Evolution of Job Recruitment in Three Phases

01 Past

A largely manual process, this first phase is devoid of automation and AI.

Recruiters and candidates are left to manually approach the hiring process, leading to inefficiencies and holes in the recruiting workflow. Job seekers are expected to find the right position on their own and some are left with a poor experience as recruiters often lack the time to get to know qualified candidates. And HR leadership teams, which are often left out of the process, at best receive lagging reports on staffing levels.

02 Present

A mostly manual process with automation used for niche services.

This phase relies on mostly manual activities with the help of some AI-powered tools — but only for certain tasks. Applicants are given access to tools like chatbots for basic inquiries while recruiters can use AI-powered tools to expedite the vetting process. Unfortunately, recruiters and HR teams continue to struggle with disparate data stored in multiple legacy systems, which prevents HR leaders from having complete visibility into the recruiting workflow.

03 Future

An end-to-end recruiting process with AI woven throughout.

The future of recruiting leverages deep machine learning and conversational AI to create a fully automated recruiting experience that is both delightful and efficient for everyone involved. Candidates can better discover and apply to jobs where they are a perfect fit; recruiters can automate their administrative duties to focus on high-value activities; and HR leaders are provided actionable insights that are directly tied to retention and talent development.

A New Wave of Solutions

Four ways machines are enabling their human counterparts hire smarter



Let's go back to Tim's job search — only this time, imagine the companies he's applied to were using AI and machine learning throughout their entire application and recruiting process.

Instead of manually looking for and applying to jobs, Tim engages in what feels like a natural conversation with an AI recruiting assistant via webchat or text messaging on his personal mobile device, making the communication process as delightful as possible for him. He feels like the AI recruiting assistant is taking the time to get to know his educational background, prior job experience and professional aspirations. Whenever Tim has a question about a job listing, his qualifications or the employer, he feels comfortable reaching out to the AI recruiting assistant and knows he will receive a helpful response immediately.

While the AI recruiting assistant engages with Tim to learn more about his interest in the company, it is also determining if he fulfills the company's basic screening criteria. No longer bogged down with reviewing hundreds of resumes, the hiring team can get right to interviewing Tim once the AI recruiting assistant confirms he is qualified for the job. Ahead of the interview, the AI recruiting assistant has shared Tim's engineering background with the interviewer to help them prioritize topics for their conversation. Expediting the hiring process even further, the company can choose to extend a job offer to Tim as soon as he completes the in-person interview, eliminating downtime he would otherwise spend waiting to hear back from the recruiter. And throughout the entire process, Tim has been receiving proactive status updates and guidance from his friendly AI recruiting assistant, eliminating the dreaded "blackhole" experience.

01

Search and Apply

THE PROBLEM

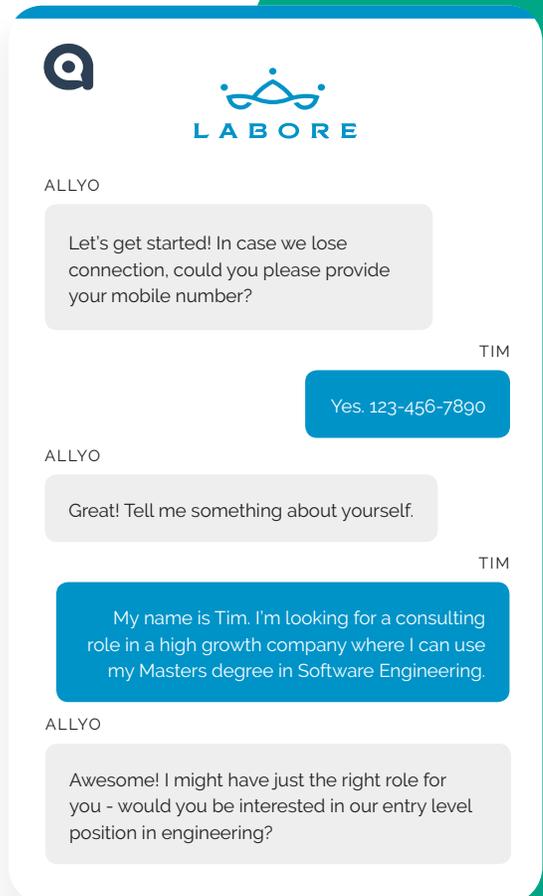
On average, one corporate job posting attracts 250 resumes⁴, challenging recruiters and employers to sift through hundreds of applicants to find the elite talent. Job boards with one-click apply features can further slow the vetting process for recruiters, inviting unqualified candidates to clog the pipeline. And job seekers dread the application process — long forms and vague job descriptions can dissuade candidates from completing and submitting an application.

THE SOLUTION

Instead of waiting for candidates to find and apply for open positions, recruiters can leverage AI-powered tools to match employers with applicants best qualified for the job:

For recruiters — With AI seamlessly collecting required information from candidates and getting to know job seekers' interests, recruiters can focus on interviewing only the most qualified individuals as they are pushed through the pipeline.

For candidates — Tools like AllyO simplify the search process for candidates, who no longer have to submit individual applications to multiple job posting sites. A simpler, user-friendly application process and conversational platform also ensures candidates don't drop out of the pipeline before they hit submit on a job form.



⁴ Top HR statistics." July, 2018. Glassdoor. <https://www.glassdoor.com/employers/popular-topics/hr-stats.htm>.

02 Screen and Asses

THE PROBLEM

Hundreds of candidates apply for a single job opening but only a select few will actually make it to the interviewing stage. Recruiters are tasked with manually reviewing every applicant and applicants may be forced to answer redundant screening questions that aren't even relevant to the role they are applying for.

THE SOLUTION

Modern AI technologies streamline the screening and assessment process for everyone involved:

For recruiters — Machine learning analyzes job descriptions before automatically applying algorithms to determine the criteria candidates must fulfill to be considered a successful match. AI tools can automate basic screening activities for recruiters while simultaneously bringing interviewers up to speed on candidate backgrounds.

For candidates — Additional screening becomes more engaging, thanks to natural language processing tools that make conversing with AI tools feel like chatting with another human. Candidates can also avoid the redundancies they previously faced during the interview process because interviewers have already been briefed on an applicant's resume and cover letter.



Schedule and Hire

THE PROBLEM

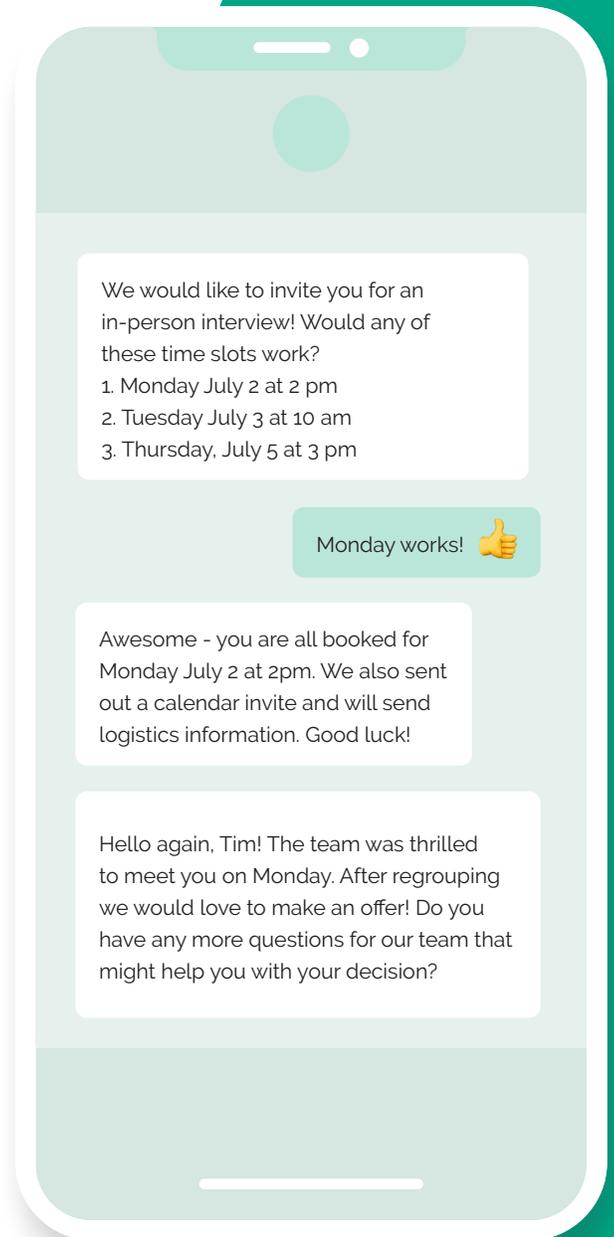
Scheduling interviews takes time — recruiters have to coordinate between both employers and applicants, often playing phone tag or struggling with no-show appointments. After scheduling is complete, there are also no guarantees candidates will have a good experience. An applicant who prepares for an interview, only to be stood up by the interviewer, is unlikely to view the company in a positive light.

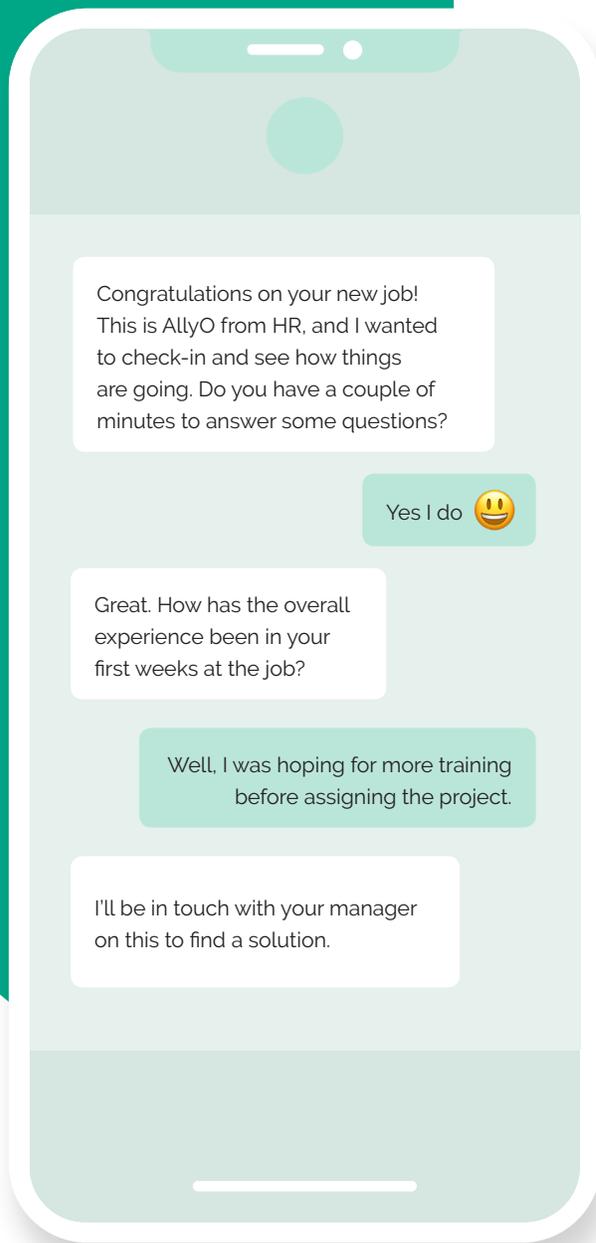
THE SOLUTION

With AllyO, recruiters can focus on nurturing candidates instead of wasting time on routine tasks like scheduling that can be performed by machines:

For recruiters — AI tools communicate with candidates directly to schedule interviews while optimizing interviewer availability. Additionally, AI tools automatically handle tasks like extending offers and initiating background checks, freeing up a recruiter's time.

For candidates — Candidates are proactively kept up to date on the interview process and post-hire activities. They can also ask employer or job-related questions to the friendly and always available AI virtual recruiter and receive immediate answers.





04 Retain and Improve

THE PROBLEM

Once a candidate is finally hired, HR professionals' jobs are far from over. New hires often receive little to no guidance after they've been onboarded and most are not given an opportunity to provide feedback about their hiring experience. As a result, HR teams can't evaluate the onboarding process and are unable to address the root causes of retention problems.

THE SOLUTION

With AllyO, employers can regularly check in with their new hires and employees are given the tools they need to effectively perform their jobs.

For hiring teams — Tools like texting via mobile or web applications can help HR teams engage with their new hires and provide them with appropriate onboarding resources. Using AI, hiring managers can accurately collect, synthesize and share actionable insights to improve their recruiting practices and strengthen retention rates.

For candidates — During the onboarding phase, new hires can use AI-powered solutions for guidance as they adjust to unfamiliar working environments. Candidates can also comfortably share feedback on their hiring experience for recruiters and HR teams to improve the recruiting process. At this stage, technology is helping new employees to provide honest feedback about their experience.

The evolving role of the modern recruiter

Humans and machines working together

AI-powered solutions will provide the intelligence and automation recruiters need to create a delightful and efficient process for everyone involved. While today's recruiters execute the hiring workflow, the recruiters of tomorrow will be able to rely on machines to handle the majority of their mundane activities. Intervening only when necessary and to optimize AI processes, recruiters and hiring teams can focus their attention on valuable tasks like negotiating offers and handling in-person interviews.

Above all, AI and machine learning should empower recruiters during the hiring process. The right combination of humans and AI-led machines will improve the overall recruiting experience, increase efficiencies through automation and optimize talent pushed through the pipeline. But these solutions shouldn't be treated in silos — only when AI is woven throughout the entire hiring process can employers reap the benefits of AI recruiting tools.



Are you ready to automate your workflows and make your company's recruiting processes more delightful and efficient for recruiters, HR leadership and candidates alike?

To learn how AllyO can help your business strengthen its hiring processes with an end-to-end AI recruiter, contact us today.

allyo.com

hello@allyo.com

About AllyO

AllyO is an AI technology company with a simple mission — to make recruiting delightful and efficient for everyone. AllyO addresses the traditional inefficiencies of lost applicants and conversions due to poor candidate experience, high cost of recruiting due to overburdening of menial tasks on hiring teams, and lack of visibility and control for HR leadership. It utilizes deep workflow conversational AI to fully automate end to end recruiting workflow by intelligently engaging via texting over mobile and web. It is used by Fortune 500 enterprises that have experienced 2-6X increase in applicant capture and conversion rate, 91% application completion rate, and over 50% reduction in cost and time to hire. AllyO is backed by leading investors such as Google, Randstad Innovation Fund, Bain Capital Ventures and Cervin Ventures.

