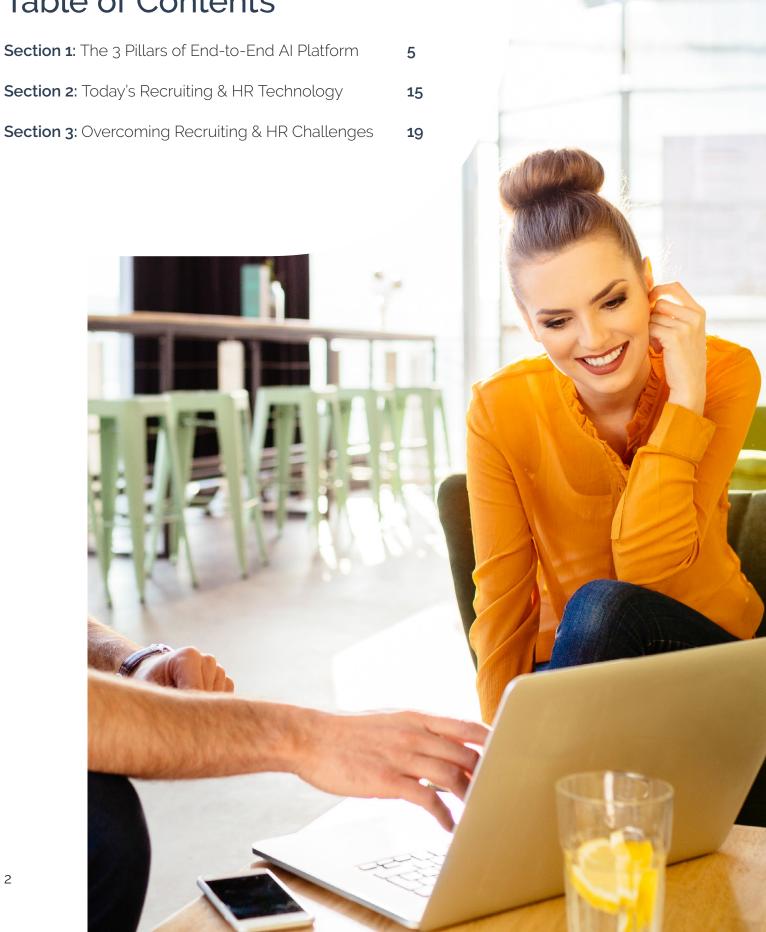
Allyo

What is End-to-End Recruiting AI?



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Over the years...

We've watched wave after wave of technology crash on the shores of recruitment. First, we brought job postings and resumes online to help jobseekers and recruiters find each other faster and easier. Then we observed the advent of social media for recruitment and an increased focus on candidate experience and CRM in use by leading-edge companies in their talent acquisition processes.

As employer brand became a fixture of articles, conferences and entire platforms, companies from small startups to large enterprise began measuring the impact of recruitment marketing campaigns on their potential pipelines. Then came big data and its massive impact on the candidate and employee data points HR had been collecting for years, bringing with it new insights into hiring and succession trends.



Looking back it's clear that these increasingly sophisticated technology trends created the perfect environment for the advent of automation and then, Artificial Intelligence in recruiting and hiring.

As companies (and the people within companies who do the actual hiring) have gotten their heads around the idea that we're hiring people, they've adapted their mindsets to marketing to candidates as though they were consumers, which of course, they are.

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Like people, AI needs data, time, training, feedback and performance management – even more so. People want to do a good job (the ones you want to keep that is), Machines want to do what you (or the data, so it better be good) tell them.



When someone is capable of being shown four additional pieces of clothing they might like after looking at a certain shirt, they begin to expect the same sort of recommendation and predictive functionality in their professional life. When a person can schedule their next hair appointment with a chatbot instead of a receptionist only available between the hours of 9-5, they begin to anticipate interview scheduling will be easier and available 24/7 with far fewer hurdles. As people meet soulmates via smartphone apps with sophisticated matching technology, receive reminders and follow-ups on how to care for their pets, and receive instant information about products...their expectations of what the job seeking and application process change inherently.

Today, as we sit at a 10-year record low unemployment of 3.7%, a 10-year record high voluntary quit rate of 62% and over 7 million jobs available arming candidates with the power to choose, ensuring we meet the expectations of candidates as they find their dream job is more important than ever before.

3.7%

A 10-year record low unemployment rate of 3.7%

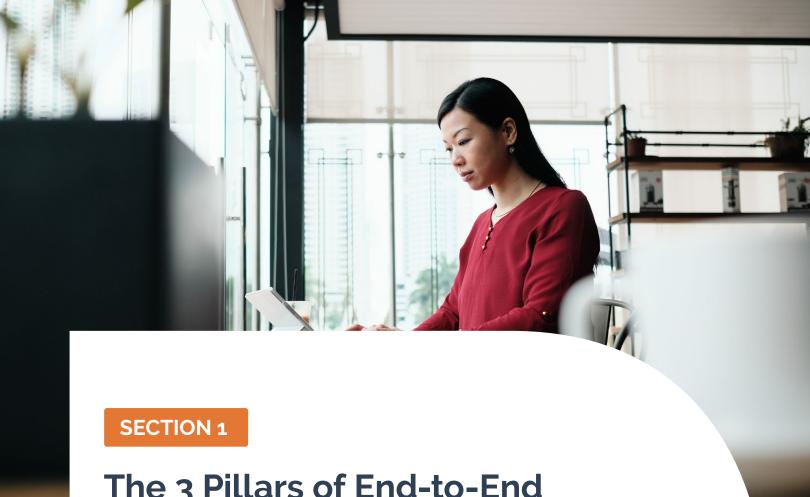
A 10-year record high voluntary quit rate of 62%

Artificial Intelligence has come to stay in the world of talent acquisition and staffing. And while we've heard plenty of applications of AI as standalone benefits, fewer companies are exploring how AI can impact their recruiting process from beginning to end. So, what is end to end AI recruiting?

Often, organizations look at recruiting and hiring in a very linear way: Source job seekers, recruit applicants, interview candidates, hire talent and onboard new hires. While this process has worked, it doesn't actually provide a full scope approach to landing top talent. End-to-End Recruiting AI, however, bridges some of the gaps traditional programs miss - gaps that weren't even seen before now. Talent acquisition professionals, new and tenured, might look at the above structure and wonder, "But what is missing?"

In this eBook, we will:

- Explain the 3 pillars of an End-to-End AI Recruiting Platform
- Discuss how today's recruiting and HR technology is and is not working
- Explore what companies can do to best meet their unique challenges



The 3 Pillars of End-to-End AI Platform

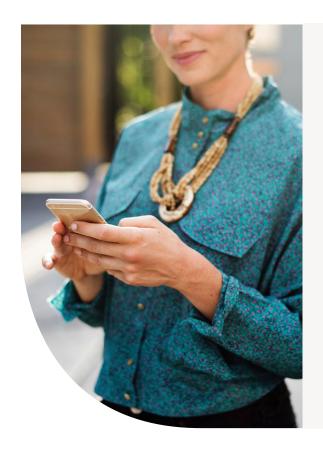
As we discussed in the introduction, recruiting today has changed. And it's not just about the advent of technology anymore. It's about the people, the processes, the technology AND the economic trends completely transforming how we recruit, how candidates perceive our efforts and where we should put our more strategic effort. Again, our 10-year record low unemployment of 3.7% and 10-year record high voluntary quit rate of 62% make this an extremely challenging time to be a recruiter. In addition to a world-class employer brand, a great candidate experience, a candidate-friendly ATS and/or CRM and massive amounts of open positions, recruiters have to consider channels they never did in the past.



I started sourcing 10 and a half years ago in 2006, and have been hearing a robot will take my job since then and we've all survived. It's starting to become a reality that certain parts of the job can be automated. I don't think it's a bad thing, I think it's a good thing. Recruiting and sourcing are very, very busy aspects of Talent Acquisition, especially as sourcers who have to do a lot of scheduling and research.



For example, by 2020 the early career talent generation will make up nearly 50% of the workforce. If you combine Millennials and Gen Z, they make up the majority of the workforce. 92% of early career talent owns a smartphone and many companies are still not mobile-ready. In fact, the very definition of mobile-ready is changing rapidly.



Mobile Ready Then and Now:

Mobile-ready used to mean your careers site was accessible on a smartphone or your application was easy to fill in from a mobile device.

Today, even that's not enough for indemand candidates. They want seamless scheduling, lightning fast Q&A and easy to digest information or they may just pass your opportunity by. Candidates want all this and they want it on their phones whenever they feel like accessing it.

Back when candidates were plentiful, one-and-done autoresponders were enough to ensure a candidate stayed in the process. Today, applicants want constant feedback throughout the hiring process and crave reminders and tips to nurture them through to the interview. Candidates anticipate having all the information right at their fingertips before, during and after the interview to make their decision.

When candidates are in short supply and retention numbers are getting lower by the day, re-apply becomes an incredibly important metric. If you can continue to ensure a candidate feels valued throughout their hiring process and even after they've been rejected from a particular role or decided against moving further along in your process, you increase your talent pipeline by not excluding qualified candidates from it.

But, all the added responsibilities we've discussed that create a world-class talent acquisition process take effort, people, and bandwidth. To personally shepherd people throughout an incredibly high-touch process as we've described takes so much time it can strip hiring teams of strategic vision, assessment capabilities and can be downright impossible when it comes to high-volume hiring. Let's break down the three pillars of recruiting to determine why they matter SO much.

Candidate Experience & Engagement: The Difference

Candidate experience has been a constant drumbeat in the ears of recruiters and talent acquisition pros since the mid-gos but it didn't start mattering to executives en masse until crowdsourcing and company reviews began to impact consumer brand.

The candidate experience is now a fundamental cornerstone of recruiting, in short, because it cannot take place in the dark corners anymore. A candidate who has a bad experience will tell the entire world on Facebook. A candidate who has a good experience will maybe tell a friend or two.

Candidate Experience: Candidate experience is the reaction a job seeker has about an organization's job application process.

27%

27% of employers only ask for feedback after the candidates are hired



26%

26% of candidates' top complaint is the process took too long



52%

52% of candidates were still waiting for a response after 3 months



46%

46% of candidates would sever a business relationship due to a poor candidate experience

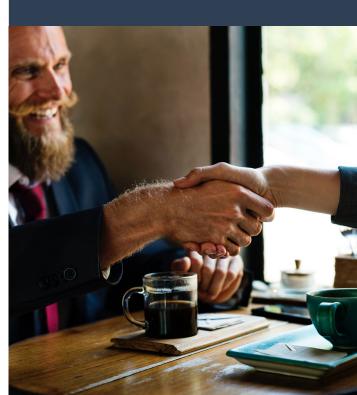


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The one thing we measure is the potential business impact of how candidates are treated. If candidates are treated fairly, communicated with, and given closure, 64% of the time they will apply again, refer others, and buy your stuff. 43% of candidates who have a bad experience will sever that relationship. This is significant for a consumer-based business.



Kevin Grossman
Talent Board



There are several things that best-in-class companies do to ensure their candidate experience is top notch.

Winners of the CandE Awards demonstrate these best practices:

- Listen and communicate more often.
- Set clear expectations about the recruiting process from pre-application to onboarding for candidates.
- Hold themselves more accountable for candidate experience and talent acquisition performance while measuring it regularly and consistently.
- Be perceived by candidates as having a fairer process (e.g., candidates believe they have been able to share why their knowledge, skills and experience deserves consideration for the jobs to which they have applied).

These high-level strategic concepts can be broken into simple, tactical things companies can do to ensure they provide great candidate experience:

- SMS texts for open positions. Reaching candidates in real-time ensures they see your opportunities first. Capturing their mobile number can help fill out applications steadily, giving applicant profiles a more comprehensive view.
- Easy, short, mobile-friendly applications through conversation. Candidates want to be able to quickly and easily fill out applications from mobile devices. If your applications are difficult or frustrating, they may abandon the opportunity.
- Accessibility to a company representative. Today's jobseekers can afford to be choosy, so
 provide them with the option to find answers to their burning questions. Salary parameters,
 skills and qualifications, and general interview questions can be provided by a company
 representative and the more availability, the better.
- Transparency and reminders for next steps. Jobseekers are rarely applying for just one job.
 Make your process stand out by offering all the information they need to be successful in their interview, from scheduling ease to reminders about what to bring to the interview.
- Scheduling when they're available. Candidates these days are almost ALL passive candidates.
 They need convenient times to speak with interviewers and those times are almost never mid afternoon or morning.

- Process/Status Updates, even if they're a "no". Communication has moved beyond autoresponders and letting applicants know they haven't proceeded to the next stage is a must-do, not simply a nice to have. If you leave your candidates hanging, your brand will suffer.
- Post-Application/Interview Feedback. When hiring managers and recruiters take the time to
 coach candidates via post-interview or post-application feedback, they do two favors for the
 price of one. First, they give the jobseeker valuable, critical feedback to apply to their job search
 and second, they expand their talent pool by keeping the door open for the candidate to come
 back in the future.
- Opportunities to learn about the office environment or meet potential teammates. When companies truly plan to invest in their employees, they give them the opportunity to understand the culture and their future team during the hiring process.
- Introduction to company policies (for Diversity & Inclusion purposes).

While candidate experience is an extremely important part of recruiting today, it is not the only element that needs to be examined. In fact, while candidate experience can often be conflated with applicant experience, it's more often confused with candidate engagement, which is actually a very different thing altogether.

Candidate engagement is the process and measurement of continually communicating with your candidate and how they respond to you in kind. In the quest for candidate experience, candidate engagement can be overlooked. However, automation can be super helpful in keeping your candidates engaged and focused on opportunities with your company.

This step, though it might seem tedious, is helpful for hiring teams too. These elements give hiring teams the chance to get to know the person they're considering too. Of course, these steps are still tedious and that's why the next section, Automation, is a critical pillar to recruiting.

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It's really in the context of how does it help the recruiter do his or her job – more efficiently, more productively, more satisfyingly. It's only in that context that efforts to digitize become important.

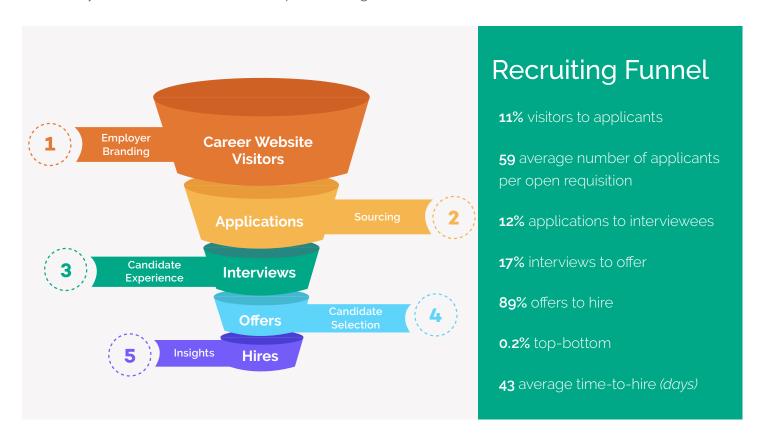




Automation

Recruiters and hiring managers manage a lot of repetitive tasks when recruiting. These tasks are often time killers but necessary in order to bring top talent into the organization. While many recruiters work to create templates and processes that cut time, these concepts can cause embarrassing and affect candidate experience. For example, have you ever copy and pasted the phrase, "Dear Name,"? And then sent it...to the candidate who is not known by "Name"?

That's why automation tools can be helpful to hiring teams.



The most obvious place that we can think about automation is in repetitive tasks. In the recruiting world - this can take place in the form of outreach to candidates, sending reminders, or even scheduling.

In fact, automation can go further given the power of conversational AI. By gathering data through a text conversation, recruiters needs to phone screen candidates can be reduced. In fact, candidates can be tiered/ranked before a recruiter even sees them. It is important to note that this automated conversation means that the candidate still has a unified, and personal experience. Conversational AI is able to reach out and call the candidate by name while automating all the scheduling needs for further rounds of interviews.

While conversational AI maintains a personal conversation by answering questions based on user's requests, it also scales more effectively than a single recruiter. It can maintain hundreds of conversations without mixing candidates up and showing them jobs specific to their requests; by location, by job type, or even by jobs the candidate is qualified for. Conversational AI remains unbiased and as attentive to the hundredth candidate as the first. It is able to adapt to questions being asked at any point in the conversation (whether answerable or not). In addition, conversational AI compiles all this information to provide recruiters and hiring managers a concise view into a conversation the candidate has had with a digital recruiter. The candidate has a perception of a single point of contact helping provide them all needed information and arranging a conversation with the next round. This automation saves hundreds of hours of repetitive and administrative tasks.

Today, employers are constantly looking for new technology to increase productivity and improve the candidate experience. That's why many recruiters have turned to AI to help change the way that recruiting is being done, especially through conversational Al. Through traditional recruitment methods, once recruiters actively pursued candidates, they had to begin the tedious legwork of screening candidates and scheduling interviews, making it hard for them to engage with candidates and assist them throughout the process. With conversational AI, recruiters are able to automate administrative tasks by capturing and screening candidates, and scheduling interviews and sending reminders. By automating tedious administrative tasks, recruiters are able to better source and engage with candidates, resulting in finding the best ones that will enhance their company. It creates a continuous stream of conversation between you and your candidate throughout their entire process.



How does it work?

When interaction occurs, Conversational AI operates through a system or machine that helps humans speak to a system in a way that mimics how they would normally communicate with another person in real time. Conversational AI humanizes the recruiting process by implementing virtual recruiters who are available 24/7 to respond to questions that the candidate may have while guiding them through the entire process. It is redefining the way recruiters and candidates view the recruiting process while facilitating better hiring decisions and creating a positive and efficient process for both hiring teams and candidates.

Popular Recruiting Coordination Activities, and How AllyO Automates It







Popular Recruiting Coordination Activities, and How AllyO Automates It



Candidates are more receptive to authentic communication, even if it's automated because many HR and recruiting folk fear candidates are frustrated by *obvious* automation.





Tools and processes involving AI will proliferate and as they do, jobs will evolve. I think 'Robot Process Automation' is the next big thing, which means everything that can be automated will be automated.



Intelligence

Automation is just the beginning of successful intervention of tech in the recruiting process. As machine learning and natural language processing continue to advance, artificial intelligence is becoming the main focus. Altogether, it's changing the way we work by altering the recruiting process to make it easier and quicker. Al alleviates the stress out of mundane tasks for recruiters and hiring managers by automating many of responsibilities that are time-consuming, resulting in a faster more efficient approach for companies to employ as part of their HR efforts.

Much of what we use today is very young automation and AI tech, however, it can still provide valuable recruitment insights and make recruiter's decisions better informed.

Many businesses require AI to be integrated into their process in order to create a more efficient system. Through all the opportunities and efficiencies for us to generate data in tremendous amounts, nothing seems impossible. Al allows you to filter out and assess massive amounts of data based on candidates skills through their resumes and social media profiles into information that is easily digestible, helping recruiters match the right opportunities with the right people. It can cut out the bias and risky decision-making to pinpoint the best candidates while enabling recruiters to focus more of their efforts on where they can do the most good. In the end, you'll gain valuable insights and data that can set you apart from your competition.

Here are some ways simple automation, like chatbots, relate to various stages of the recruitment process.



Scheduling



Pre-screening



Assessments



Predictive Analytics



HR Data for Process Development







Today's Recruiting & HR Technology

Despite all the advances we've made so far in recruitment and talent acquisition, we still see serious gaps. *Today's tech is not meeting the needs of talent acquisition.*

First let's talk about the types of technology and services available for each step of the recruiting, interviewing and hiring process and the features that help support them.

- Employee referral programs source quality candidates which help recruiting teams and provide candidates an easier way to enter a company's process.
- Referral programs with rewards boost engagement and encourage employees to participate in the future which means more fit candidates.
- Company Profiles on job board/aggregator sites offer candidates a peek inside the company and help answer FAQs for interested prospects.
- Sourcing engines can bubble up candidates who may not surface in a traditional ob board search, i.e. passive candidates.
- ATS or Applicant Tracking Systems can help recruiters and TA pros search their own database and even potentially hire last-round candidates.
- Candidate Engagement Platforms or CRM can help recruiters stay in touch with various candidates and nurture applicants and referrals until they have an open position that fits their skills and qualifications.

The list can go on and on...There are hundreds, maybe thousands of disparate technology that can be used to create the perfect recruitment marketing and automation stack. But how feasible is it to blend the best of all these tools into one company or one company recruitment process?



Recruiting has been the most impacted to date simply because of the high volume of candidates relative to open jobs. Glassdoor data says that the average job gets about 250 applicants, which creates a lot of opportunity to automate and improve the process. I've also seen great strides in talent management and learning as well.



Tech Pricing and Implementation Structures

Many businesses are still on the fence when it comes to adopting an AI recruiter. Many concerns have stemmed from the lack of knowledge and consultation about what an AI recruiter is, how it works, and its alignment and investment among stakeholders.

The trick to finding the *right* process is to streamline. Take some time to assess and determine how an AI recruiting technology can improve your quality of hire. Consider and adapt best practices to help manage the implementation process so that you can have the best-in-class AI recruitment process that increases recruiter productivity and candidate experience.





Cost Efficiency. If there are high inefficiencies in your hiring process wasted time and resources can directly affect a higher cost-per-hire and corporate pressure to keep costs down. With an implementation in AI recruiting software, you don't have to worry about spending large amounts of money sourcing and hiring the wrong candidates. You are able to track time to hire metrics, but also improve every step in your process to make sure you are getting every bit of information of the candidates you bring in and the information you put out. As the software continues to apply valuable tools, your company can use your time and hiring budgets in the right way, helping you to recruit smarter and faster.



Align Your Business. Using an AI recruiter can solve and pinpoint many problems that occur throughout recruiting. Instead of struggling to determine the exact problem recruiters are trying to solve, and AI recruiter assesses your organization and allows you to measure specific performance metrics that need to be targeted. This provides recruiters a clear baseline of where to improve before sourcing candidates.



Plan, Measure and Optimize. Adapting recruitment technology can provide recruiters a ongoing opportunity of a continuous and seamless recruitment process. With multiple positions throughout hiring teams and recruiters, it's beneficial to assign leads at the beginning of the implementation process. Leads will delegate multiple training opportunities among other recruiters and hiring teams and self-serve tools such as demos and FAQ's on how to source, find and hire so that all teams can maneuver easily during the use of Al recruiting technology.



Our challenge isn't so much the end of work. Our challenge is the transition. When a technology automates part of a job, the reengineering will be the challenge going forward, at the task and occupational level, the industry and firm level and at the societal level.



If you are using AI to help make your recruiting process more efficiently, chances are you have a blend of technologies you're using already in order to keep up with today's fast-paced talent acquisition landscape.



Services. While not strictly technology, recruitment admins, copywriters for your job ads and researchers who comb the web for the right next hire are all services many companies use in the war for talent.



Technology. All the tech we mentioned above exists in some form or another, whether proprietary (*your company has a homemade ATS*), on-premise software, cloud or SaaS, and various integrations.



Did You Know?

HR tech is a 3 billion dollar industry with new innovations happening all the time. Companies that aren't exploring tech options will fall behind but bleeding-edge innovators risk becoming the guinea pigs for untested products.

The HR tech space can be noisy and full of options, however, not every solution works for every organization. What one company needs most, another company may only use every few months. The biggest challenge is that not every tool covers all the gaps; and that the more services and products responsible for communicating with one another, the more opportunity for people or processes falling through the cracks.

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When one looks at the recruiting technology stack of an enterprise organization it is excessively deep and wide in internal stakeholder reach.

Systems are frankensteined together, one to fix the in-competences of the other. Each require the manual effort of a recruiter.



Candidates need communication and special care. Hiring teams need tools that help them provide that without adding more frustration to their already busy day. So far, the HR technology industry has a continuously growing range of solutions, but they aren't always as efficient when put together, even if it appears they should. There are sourcing services, candidate engagement tools and automated pre-employment assessments, but there isn't a lot of options for those who want the simplicity of one solution that does it all - and well.



Overcoming Recruiting & HR Challenges

So, today's recruiters are faced with a seemingly impossible conundrum. If they try to automate time-suck activities themselves, they risk embarrassing and frustrating blunders that can impact candidate experience. If they try to tie together multiple systems, they must overcome budget and time hurdles, as well as manage internal change struggles. And if they ignore the coming wave of automation efficiencies, they'll be left behind in the talent wars and the increasing needs of sought-after candidates.



Talent acquisition leaders who invest in analytics and AI will have more success scaling to meet their recruiting demands. Those that arm their teams with the intelligence and automation they need are the ones who will win the war for talent.



The only solution seems to be a platform that can manage all the automations and intelligence-focused efficiencies the recruiting and hiring process needs. From answering candidate questions in a 24/7 world to providing appointment options to hiring managers and candidates, recruiters are tasked with finding technology that can cover all those needs without the hassle of stringing together various tools that have to communicate with each other.

Assessing your recruiting and hiring challenges can be...well a challenge. But if you find that tactical activities are taking up more than 20-40% of your time, it's past time to find a way to automate that task and free up your time for more strategic activities.

So what should you look for in an automation platform to transform your recruiting and hiring initiatives and free your recruitment team to be more strategic and increase candidate experience?

- Help candidates apply and help your recruitment team capture their information before they leave so you can nurture them through the process. More than a simple chatbot, this interactive feature is proven to increase applications by 2-6x.
- Engage candidates to enter your talent pool at all times.
- Screen and assess candidates for you, bubbling up top contenders and offering alternatives to those who aren't a fit for their first-choice position.
- Schedule interviews for your hiring managers and candidates effortlessly.
- Be mobile and use email, SMS and chat to ensure your candidates can learn more at any time.
- Offer the ability to check in with new hires so you can avoid early attrition in a tight labor market.
- Automate employee referrals so no potential candidates fall through the cracks and employees can find out how their referrals were processed.



Fortunately... This Tech Exists

Through recruitment automation and technology, AllyO provides significant ways to take care of crucial elements throughout your hiring process.

100%

100% of employee referrals are processed with AllyO. Once each referral is collected, AllyO connects back to referrals in a personalized approach. AllyO will monitor and optimize your talent pipeline, engage with talent to better understand job preferences through a mimic job search, send reminders to advance qualified candidates through the recruiting process, analyze your company's DQ criteria and FAQs to make the process more efficient, send personalized reminders to recruiters and candidates on confirmation, rescheduling and cancellation of the interview, collect candidate feedback based on the interview, present conditional offers to qualified candidates through email and text, notify candidates of decisions and conduct post-hire surveys.

- AllyO conducts 85% of interviews and training.
- AllyO's system automates 80% of talent
 management where your talent pool is engaged and
 invited to apply and update information. Once
 their information is processed, AllyO will
 conduct pre-screenings and assessments. AllyO's
 system will track and report KPIs, and share and
 answer your company's FAQs, routing them to the
 most appropriate resources.
- 75% of candidate questions are automated through AllyO's AI, using your company's FAQ and recruiter's responses. Throughout the process, AllyO will continue to update the status of your ATS.
- 50% of internal communications are cut through automated reminders for recruiters and hiring managers.
- 30% of drug screens and background checks are automated to notify the candidate and provide their consent.

- AllyO can automate 20% of feedback from hiring managers, regarding and notifying candidates the next steps of the hiring process.
- 20% of talent sourcing is conducted through campaigns run by AllyO to help target ideal prospects.



Using an automation platform for recruitment...

...can reduce recruiter administration, increase candidate and new hire engagement and speed up the process at which you interview, screen and hire top talent in a highly competitive environment. When you discuss a recruitment automation platform with your colleagues, remember to let them know you'll be almost instantly seeing these benefits and reducing costs, freeing up the budget to use elsewhere.



AI will augment HR, not replace it.



End-to-end recruiting AI doesn't have to be the impossible dream. It's closer than you think and more accessible and affordable than you expect.

To learn more about how to automate your entire recruitment process and use AI to win the talent wars, contact us today.

allyo.com/scheduledemo

