



6 Things to Consider When Integrating AI Recruiting

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More than 25% of the Fortune 500 either have integrated or they are piloting solutions. **40% of companies** in a recent poll indicate they are interested in integrating one or more AI capabilities into their ATS.⁴

Enterprises have awakened to the potential benefits of artificial intelligence (AI) and are beginning to embrace AI across business functions, powering revenue growth, customer engagement, operational efficiencies, and other business outcomes. Experts predict that those companies that fail to adopt AI—including for recruiting—put themselves at a competitive disadvantage and may never catch up.¹

By integrating AI capabilities with the applicant tracking system (ATS), organizations can streamline recruiting workflows, add deeper insights to recruiting decisions, and improve candidate experiences.²

Certainly, the recruiting lifecycle offers numerous AI integration use cases.³ A fundamental principle of AI integration starts with the ability to use the ATS as the single system of record for all recruiting activities. This provides full transparency of recruiting data and activities as well as a seamless handoff across each stage of the recruiting lifecycle.

Recruiting Workflow and Experience Use Cases

Getting started is sometimes the hardest part of integrating AI capabilities with your ATS. Understanding when AI integration is truly impactful, the potential use cases, and who and what needs to be involved is critical when an organization embarks on their AI recruiting journey. The following are some of the most prevalent use cases:

1. Uncover past applicant gems. The ATS captures applicant details over a historical continuum and offers a rich talent pool that can be mined for potential candidates using natural lan-

guage processing (NLP) and machine learning (ML). It also automates candidate conversations on a large scale.

2. Engage candidates. Conversational AI modernizes how organizations leverage communication channels (e.g., text, web chat, and mobile apps such as WhatsApp) to engage candidates across multiple generations.

3. Screen and assess applicants. ML combined with NLP gives employers the ability to screen and assess applicants faster and more intelligently, matching the best candidate to each job opening.

4. Schedule interviews. Automated AI recruiting capabilities find time on interviewer calendars and provide candidates with process guidance to minimize no-shows and poor candidate experiences.

5. Automate onboard and check-in with new hires. AI recruiting ensures seamless handoffs between pre- and post-offer hiring to maintain new hire engagement and onboarding processes. It also includes the ability to conduct periodic check-ins with new hires.

6. Gather employee referrals. Automate candidate referrals from employees via text or chat using conversational AI and keep employees updated through weekly referral updates.

Where and How to Get Started

When it comes to integrating AI recruiting with the ATS, there are different types of options. Some focus on specific use cases while others solve for the entire recruiting lifecycle. It is also important to remember that not all AI recruiting solutions are the same.

1. Choose ease of adoption and minimal change management. The degree of implementation difficulty is one of the foremost concerns for organizations seeking to integrate AI recruiting with their ATS. But just as important, if not more so, is ease of adoption and the amount of change management required on the part of end users. If the bar for adoption is set high and significant change management processes—and education of end users is required—then the likelihood of success is lowered substantially.

2. Understand the problems being solved. Integrating AI recruiting with the ATS is not a “one-and-done” scenario. Organizations also don’t need to “boil the ocean” to achieve desired business outcomes. A clear understanding of the most critical recruiting problems provides valuable guidance—both in terms of which use case(s) to tackle and what integration model to employ.

3. Determine what type of integration is needed. There’s more than one option for integrating an AI recruiting platform with your ATS. The easiest and fastest route involves flat file batch exports. AI recruiting transformed the candidate application experience from traditional forms to conversations and frictionless integration with the ATS. Ultimately, AI-powered recruitment automation enables workflows to connect capabilities such as screening and assessing candidates, scheduling interviews, and facilitating new hire check-ins and employee referrals. The second way to integrate AI into the ATS is via REST APIs. In this case, organizations can easily co-develop and benefit from bi-directional integration.

4. Pinpoint the level of IT involvement. The level of IT involvement varies based on the use cases being addressed as well as the amount of integration required. Thus, organizations must involve their IT team when evaluating AI solutions to determine what integration path should be followed based on the designated use case(s).

5. Identify security and data controls. Information security is a critical concern when it comes to AI integration with the ATS. New regulations such as the EU’s General Data Protection Regulation (GDPR), growing adherence to security standards such as the National Institute of Standards and Technology (NIST), and an ever-evolving threat landscape have increased scrutiny. To support these, AI recruiting solutions must have clearly documented security and data privacy controls and reporting. Providers must also have significant experience demonstrating compliance and passing audits and reviews.

6. Focus on the long run and comprehensive capabilities. While recruiting chatbots (conversational AI) may satisfy a business’ most immediate needs, they may not be the right choice over the long run. Look for a recruiting automation platform solution that covers the entire recruiting lifecycle and encompasses the three pillar AI capabilities: engagement, automation, and intelligence. In the case of most AI recruiting solutions, the focus is on engagement—the use of chatbots. However, true, comprehensive AI recruiting includes all three elements while accelerating business outcomes and delighting candidates.

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RESOURCES

¹ Vikram Mahidhar and Thomas H. Davenport, “Why Companies That Wait to Adopt AI May Never Catch Up,” *Harvard Business Review*, December 6, 2018.

² Yaroslav Kufinski, “How AI is Revolutionizing Applicant Tracking and the Recruitment Process?” *HR Technologist*, October 9, 2018.

³ “10 Ways Artificial Intelligence Will Change Recruitment Practices,” *Forbes*, August 10, 2018.

⁴ Data based on internal AllyO research.