

A person in a dark suit and blue tie is holding a tablet horizontally. A glowing blue brain graphic with orbiting lines is superimposed over the person's chest area. The background is dark with some light particles.

IMPLEMENTING ARTIFICIAL INTELLIGENCE IN HRM (Recruitment & Talent Acquisition)

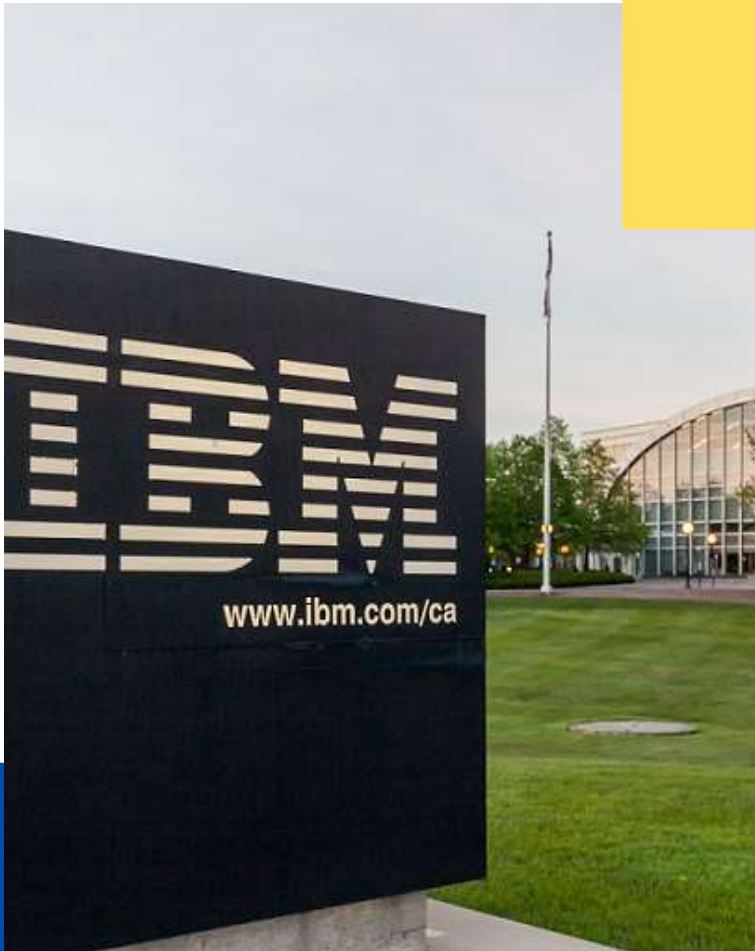
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Agenda

- **What is AI?**
- **Embracing Artificial Intelligence in HRM**
- **Benefits of AI IN Recruitment and Talent Acquisition**
- **Revolutionizing Recruitment: From Tradition to AI-Driven Talent Acquisition**
- **Pros and Cons of AI in Talent Acquisition**
- **Case Study: Cathy Pacific**
- **Case Study: Mastercard**
- **Navigating AI in recruitment & Talent Acquisition: Key Challenges and Solutions**



WHAT IS ARTIFICIAL INTELLIGENCE?



IBM: Artificial intelligence (AI) is technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity and autonomy.

Stanford HAI: Intelligence may be defined as the capacity to acquire and implement appropriate strategies to resolve issues and accomplish objectives in an ambiguous, constantly changing environment. A factory robot that has been entirely preprogrammed is consistent, accurate, and adaptable, but it lacks intelligence.

Benefits of AI

- Automation of repetitive tasks.
- More and faster insight from data.
- Enhanced decision-making.
- Fewer human errors.
- 24x7 availability.
- Reduced physical risks.

1950's	 Artificial intelligence (AI) <i>Human intelligence exhibited by machines</i>
1980's	 Machine learning <i>AI systems that learn from historical data</i>
2010's	 Deep learning <i>Machine learning models that mimic human brain function</i>
2020's	 Generative AI (Gen AI) <i>Deep learning models (foundation models) that create original content</i>

**Nearly 75% of companies are making use of
AI-powered tools in
Recruitment & Talent Acquisition globally**



75%



EMBRACING ARTIFICIAL INTELLIGENCE IN HRM



Talent
Acquisition and
Recruitment

Onboarding
and Employee
Self-Service

Learning and
Development

data Analytics
and Reporting



Compensation
& Benefits

Performance
Management

Time &
Attendance
Management

Employee
Engagement
and
Communication





ARTIFICIAL INTELLIGENCE IN RECRUITMENT AND TALENT ACQUISITION



Key Benefits of AI Recruitment and Talent Acquisition

1. Streamlined Recruitment Processes



- Efficient Resume Screening
- Interview Scheduling Automation
- Data-Driven Talent Acquisition Analytics

2. Improve Candidate Quality



- Data-Driven Decision Making
- Objective Assessment
- Improved Job Matching

3. Cost Efficiency



- Decreased Advertising Costs
- Automation of Routine Tasks
- Improved Job Matching

4. Access to a Wider Talent Pool



- Advanced Sourcing Capabilities
- Integration with Existing Systems
- Data-Driven Insights



REVOLUTIONIZING RECRUITMENT: FROM TRADITION TO AI-DRIVEN TALENT ACQUISITION



Identify vacancies and required skills.

Manually draft descriptions using templates..

Advertise via job boards, referrals, and networking.

Review resumes and conduct phone screenings.

Multiple rounds to assess fit and skills.

Extend job offers and conduct orientation.



Research

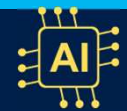
Job Description

Sourcing

Screening

Interview

Offer & Onboarding



Data Analysis:
Identifies market trends and in-demand skills.

Automated Generation:
Quickly generates tailored job descriptions.

Finds candidates across multiple platforms.

Uses NLP to analyze resumes and identify top candidates.

Automates interview scheduling.

Provides personalized training resources



PROS AND CONS OF AI IN TALENT ACQUISITION



- Speed and Efficiency
- Objective Screening
- Scalability
- Enhanced Candidate Experience
- Lack of Personal Touch
- Dependence on Data Quality
- Technical Challenges
- Potential Overreliance on Automation



- Personal Touch
- Familiarity
- Employee Referrals
- Flexibility
- Time-Consuming
- Limited Reach
- Bias & Subjectivity
- High Cost





HIREVUE + CATHAY PACIFIC enhances the hiring process by implementing video interviews

+Challenge

Manual, high-volume hiring with low interview attendance rates, prolonging interview processes

Cathay Pacific employs more than 33,000 individuals and receives more than 300 applications each week for its Flight Attendant and Customer Service positions. Before the implementation of HireVue, they employed an extremely manual screening process that included CV screening, phone screening, group interviews, and a final in-person interview. The average rate of no-shows for interviews was 30%.



+ Solutions: Video interview by HireVue

+ Benefits

Hiring in months to hiring in weeks

Cathay Pacific replaced phone screenings with OnDemand video interviews through HireVue, resulting in a significant reduction in no-show rates and a reduction in recruiting time from three months to two to three weeks.

Finding graduate talent

To enhance their employer brand and achieve a 90% completion rate for video interviews, Cathay Pacific employs HireVue to screen high-priority graduates for trainee roles.

Addressing language proficiency

Cathay Pacific uses video assessments to evaluate candidates' real-world language skills, ensuring fluency in colloquialisms and specific language requirements.

+Results

**Faster time to hire
90%**

**Reduction in no-shows
30%**

**Increase in interview
attendance 30%**



HireVue



TRANSFORMING MASTERCARD'S TALENT ACQUISITION

+ Challenge

Mastercard: Navigating Rapid Growth and Talent Challenges with Innovative Recruitment Solutions

Mastercard faces challenges in talent acquisition due to rapid growth, inadequate tools, administrative burdens, and competitive market pressures, necessitating innovative solutions to enhance efficiency and improve candidate experiences.

+ Solutions: Empower recruitment & talent acquisition by Talent analytics



+ Benefits



Improved Candidate Experience

Enhanced job seeker engagement on the career site, with visitors applying more frequently and interacting longer.



Robust Talent Pipeline

The talent community grew to over 900,000 members, resulting in more than 2,000 influenced hires in 2023 through targeted recruitment campaigns.



Data-Driven Insights

Phenom Talent Analytics provide valuable insights into the candidate journey, helping Mastercard understand and engage with potential hires more effectively.



Streamlined Interview Scheduling

Automated scheduling reduced interview setup time by over 85%, improving both candidate experience and internal processes.

+ Results

900% more candidate Profiles

11% higher apply conversion rates compared to industry average

85% Faster interview scheduling



NAVIGATING AI IN RECRUITMENT & TALENT ACQUISITION: KEY CHALLENGES AND SOLUTIONS



Implementing AI in recruitment and talent acquisition involves integrating advanced technologies to enhance hiring processes.

+Challenges

-  **Data Privacy Concerns:**
The processing of large amounts of personal data raises significant concerns regarding data privacy and compliance with regulations
-  **Loss of Human Touch:**
Over-reliance on AI may reduce personal interactions during the hiring process, negatively impacting candidate experience
-  **Resistance to Change:**
fearing job displacement and a loss of control over hiring processes. This cultural resistance can hinder the transition to AI-driven methods

+Solutions

-  **Robust Data Management Policies:**
Establishing strong data protection policies will ensure compliance with regulations and build trust among candidates regarding how their data is handled
-  **Maintaining Human Engagement:**
Balancing automation with personal interactions enhances candidate experience while leveraging AI for efficiency
-  **Education and Training:**
Providing comprehensive training programs for HR teams on AI capabilities can help build confidence and familiarity with these technologies, facilitating smoother adoption.

+Results

-  **Faster Hiring Cycles:**
Many companies report reduced time-to-hire, allowing them to secure top talent before competitors do.
-  **Increased Candidate Engagement:**
Improved interaction through automated systems leads to a more positive candidate experience, reducing drop-off rates during the application process.
-  **Diverse Talent Pools:**
By mitigating bias in selection processes, organizations can attract a more diverse range of candidates.
-  **Higher Quality Hires:**
Enhanced matching algorithms result in better fits for roles, leading to improved employee retention rates and overall organizational performance.



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The background of the slide is a dark blue gradient. On the left side, there is a complex, glowing blue molecular structure. It consists of numerous interconnected hexagonal and pentagonal rings, some of which are highlighted with bright blue light effects, giving it a three-dimensional, crystalline appearance. The structure extends from the left edge towards the center of the slide.

THANK YOU!!