

SIX TECH TRENDS SHAPING THE TALENT ACQUISITION INDUSTRY



AI can sort through resumes, narrowing a large pool of applicants down to the top candidates, but its role in recruiting is expanding to even more steps in the process.



1. Artificial Intelligence

Artificial intelligence has become ubiquitous in our society. The topic of books and movies for decades, AI continues to transform talent acquisition and make recruiters more efficient. According to HR Technologist, AI is here to stay – bringing a wide range of applications for talent acquisition, from improved engagement to streamlined recruitment.

AI can help recruiters sort through resumes by narrowing a large pool of applicants down to the top candidates, for example, but its role in talent acquisition is also expanding into automating candidate sourcing, interview scheduling and onboarding.

Some AI programs can even conduct interviews, and facial recognition and voice analysis technology can help recruiters understand candidates' emotional intelligence and truthfulness by analyzing facial expressions and vocal tones in video and phone interviews.

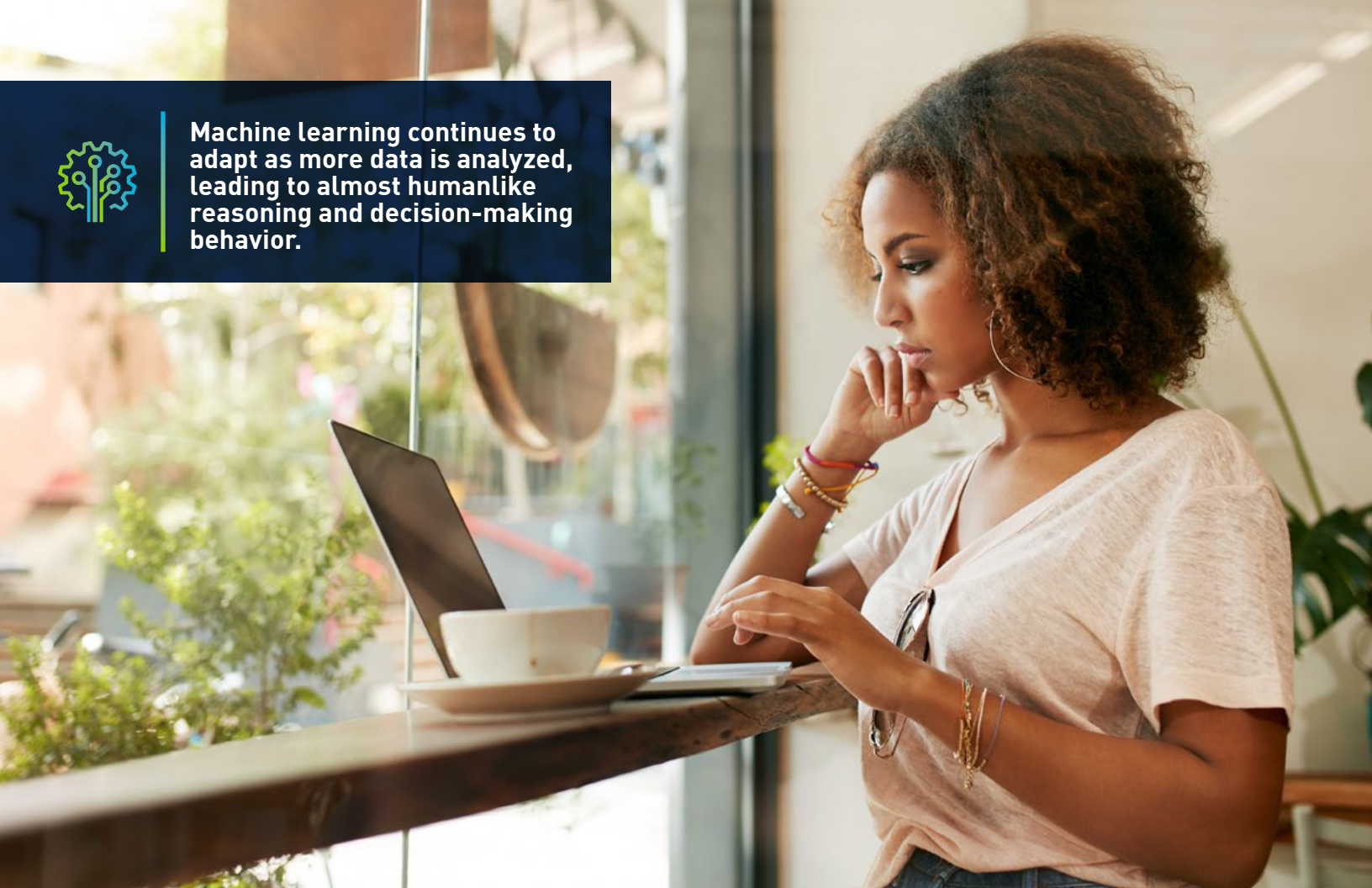
AI also has the potential to combat bias in the hiring process by sorting through resumes, scanning only for relevant information rather than cues that may sway recruiters or hiring managers. AI-structured interviews also help recruiters and hiring managers focus on relevant skills, using data analytics to predict how successful a candidate will be

in a position. As AI functions mature, vendors have also put new review processes in place to make sure AI algorithms are correctly built and maintained.

Talent technology platforms like Affinix™ by PeopleScout integrate AI into the recruiting process, helping streamline time-intensive tasks for both recruiters and candidates. As AI becomes more integrated into the candidate engagement process, it frees up time for recruiters to be more strategic and focus on the later stages of the process, like crafting an offer letter and facilitating onboarding.



Machine learning continues to adapt as more data is analyzed, leading to almost humanlike reasoning and decision-making behavior.



2. Machine Learning

Think about machine learning as the cutting edge of AI. Machine learning is a type of AI that uses a series of algorithms to learn and make better decisions. This is done without human intervention or a need for any specific changes to a program or algorithm. Machine learning continues to adapt as more data is analyzed, leading to almost humanlike reasoning and decision-making behavior.

Already common in everyday life, machine learning is used when Netflix recommends shows or Amazon predicts your purchases and presents relevant products. Machine learning functionality has arrived in talent acquisition as well, where it can predict the success of candidates in a role or forecast attrition in an organization.

Machine learning also recognizes patterns humans might miss, which is important for passive sourcing, in particular. Machine learning tools scan various databases, then find patterns that indicate someone may be ready to switch jobs. One application of machine learning for passive sourcing includes monitoring and ranking when candidates update their profile on LinkedIn. Based on that, the technology applies a candidate 'freshness' score or interest level in a new role.

In talent acquisition, machine learning ensures recruiters engage the right candidates faster than ever, reducing the costs associated with employee turnover and job vacancies while also improving time-to-fill metrics.



Talent analytics is the umbrella term for all uses of data analytics in talent acquisition.



3. Talent Analytics

Talent analytics is the umbrella term for all uses of data analytics in talent acquisition – including descriptive, predictive and prescriptive analytics. The most basic of these analytical functions is descriptive analytics, which gives users a sense of what is happening now and what has happened historically. Up to 90% of organizations today are using some type of descriptive analytics.

Predictive analytics is the next step in terms of complexity and uses data analysis and statistical techniques to make predictions about the future. PeopleScout's Affinix technology uses predictive analytics to identify key hiring attributes such as a candidate's likeliness to be a good cultural fit. Affinix also analyzes top talent behavior and long-term performance predictions. Over time, Affinix can create accurate candidate personas that allow companies to quickly identify, screen and hire the best talent.

The latest evolution is prescriptive analytics. While predictive and prescriptive analytics sound alike, prescriptive analytics is the more advanced solution. Prescriptive analytics solutions go one step beyond predictive analytics by not only making predictions, but answering questions related to the decision-making process and explaining why some action in the future will take place.

While still new to talent acquisition, prescriptive analytics help predict what is needed more specifically by providing an actual prescription of how to alter behavior for better outcomes. Some applications of prescriptive analytics include finding new learning paths for employees or anticipating when a candidate might ghost an opportunity and then providing a solution that may prevent it from happening.



Recruitment marketing
captures the power of a
company's employer brand.



4. Recruitment Marketing Technology

As the ongoing battle to find top talent continues, innovative developments that combine recruitment marketing and technology continue to advance. Recruitment marketing captures the power of a company's employer brand with various tools to nurture potential candidates and advance them through the application process.

Traditional recruitment marketing strategies include standard job ads or taking part in a career fair. The latest advancements include tools that can personalize application processes and career websites or nurture prospective candidates through email marketing efforts.

With 87% of candidates reporting that personally relevant content improves how they feel about a brand, personalized content must be embedded into recruitment marketing technology in a consistent, ubiquitous fashion. This can be accomplished through branded career sites that have personalization or dynamic content associated to each visitor. An easier way to manage all recruitment marketing tools is through the use of a one-stop recruitment marketing platform. These platforms operate similarly to email marketing or marketing automation platforms, with an inbound funnel and candidate relationship management (CRM) functions as well as a central hub with social media recruiting features and candidate alert systems.

For organizations looking to amplify their employer brand with a recruitment marketing platform, Affinix by PeopleScout is a smart choice. With advanced digital and social recruitment marketing technology capabilities, Affinix reaches candidates where they are and enhances an organization's employer brand through customized ads, optimized job descriptions, personalized landing pages, career portals and more. Affinix makes the end-to-end process seamless for your recruitment marketing efforts through sourcing, ranking, mobile outreach, video interviews, dynamic 1:1 email marketing campaigns and many other features.



New tools related to VR are consistently being added to the marketplace.

5. Virtual Reality

While virtual reality (VR) is not new, it is gaining popularity in talent acquisition as a powerful tool for elevating the candidate experience. If used correctly, VR can help companies stand out to top candidates with compelling content.

Usually a blanket term for any immersive virtual experience, new tools related to VR are consistently being added to the marketplace. These technologies include 360-degree videos (e.g., office tours), computer-generated VR, augmented reality (e.g., wearing Google Glass) and even mixed reality technology where, for example, the real world and virtual world interact with one another.

VR allows users to experience their surroundings in an imaginary immersive environment. From flying on a broomstick at the Wizarding World of Harry Potter at Universal Studios to entering a haunted house simulation, virtual reality is a first-person, other-world experience. It is a strong tool to promote an employer's brand. Organizations can use it for potential day-in-the-life

simulations for candidates without having to bring them into the office. Recruiters at career fairs can also have candidates perform potential tasks onsite via VR.

In recruiting, VR gives candidates a look into real-world activities. For example, a candidate could virtually experience a potential job while the employer can promote its brand in an uninterrupted way. More recently, VR is also being used with new employees as an onboarding tool for sexual harassment training that creates real-time prevention technique simulations.



**In talent acquisition,
organizations should consider
what rights candidates are
entitled to.**



6. Privacy

Data breaches affect billions of people worldwide. GDPR regulates the use of consumer data for entire European Union's while California's Consumer Privacy Act biometric laws add another layer of complexity in the U.S. In the courthouse and in the realm of public trust, how is our data protected and what are organizations doing to protect their consumers' data?

In talent acquisition, organizations should consider what rights candidates are entitled to and how to protect the data that is gathered during the screening or background check process. Employment screening agencies are under the microscope to ensure the correct

protocols are followed to protect personal data. As AI and automation also begin to create efficiencies, a set-it-and-forget-it attitude cannot be taken either. Technology needs to be validated and tested to make sure bias is not accidentally programmed into candidate profiles or digital assessments.

What then can be done to help avoid candidate privacy breaches? Using an applicant tracking systems (ATS) creates a more transparent way to store your candidates' data. Your recruitment marketing tools should also ask for consent when needed and honor opt-out requirements when submitted.

Beyond compliance with local laws, employers need to guard against data breaches. If a candidate applies for a job but doesn't end up being the right for a position, and then later finds out they were part of a data breach, that would harm the organization's employer brand – even if the candidate had a great application experience. When evaluating any technology tool, employers should consider privacy a top concern on the same level as candidate experience or business impact.



PeopleScout, a TrueBlue company, is the world's largest RPO provider managing talent solutions that span the global economy, with end-to-end MSP and talent advisory capabilities supporting total workforce needs. PeopleScout boasts 98% client retention managing the most complex programs in the industry. The company's thousands of forward-looking talent professionals provide clients with the edge in the people business by consistently delivering now while anticipating what's next. Affinix™, PeopleScout's proprietary talent acquisition platform, empowers faster engagement with the best talent through an AI-driven, consumer-like candidate experience with one-point ATS and VMS integration and single sign-on. Leveraging the power of data gleaned from engaging millions of candidates and contingent associates every year, PeopleScout enhances talent intelligence for clients across more than 70 countries with headquarters in Chicago, Sydney and London and global delivery centers in Toronto, Montreal, Charlotte, Bristol, Krakow, Gurgaon and Bangalore.

For more information, please visit www.peoplescout.com.

