Leveraging Talent Technology for a Competitive Advantage

With Taryn Owen, President of PeopleScout

PeopleScout
www.peoplescout.com

In today's tight talent market, organizations need to leverage emerging tools and technology to stay competitive. New technology developments have already transformed the talent acquisition industry, and the possibilities are nearly endless when it comes to what's next. Some of the most significant trends in talent acquisition include shifting candidate expectations, the use of artificial intelligence and the changing role of the recruiter. PeopleScout President Taryn Owen shares how these trends are shaping the future of talent acquisition and how organizations can take advantage.

Q: How can organizations improve the candidate experience to attract and engage best talent?

A: Candidate expectations about the job search process have changed, and if organizations don't adapt, they risk not only losing out on qualified candidates but also damaging their employer brands. Candidates crave a personalized experience and companies are increasingly relying on data analytics to build unique candidate engagement strategies. Data leveraged from social media and other online profiles combined with improved technologies allow companies to create personalized candidate communications.

Candidates also expect to be able to complete the entire application process on mobile devices, and they expect it to be fast. The use of video screening and interviewing platforms as well as gamification have allowed organizations to shorten their application process while providing candidates a more interactive and engaging experience.

Q: How is artificial intelligence impacting the candidate experience?

A: The use of artificial intelligence (AI) for candidate management is one of the biggest trends in talent acquisition. These algorithmic solutions are driving candidate sourcing, screening and matching processes. AI for sourcing utilizes job descriptions and publicly available information about an employer to create an algorithm for suitable candidates. Then, the sourcing tool can crawl the web, pulling in the best candidates for recruiters to review. Recruiters can review candidates and provide feedback, which helps teach the AI engine to make even better sourcing choices. AI can also indicate factors such as how likely a passive candidate is to move jobs, how close a candidate's profile is to the job requirements and how current a candidate's profile is.

AI for resume screening is designed to automate a tactical, repetitive process by learning the qualifications of a job and what candidate attributes suggest success based on historical hiring decisions. Predictive analytics can then analyze the candidate attributes that lead to successful integration into a company and those which point towards early attrition. This use of AI requires a lot of data to be successful and can be most impactful for high-volume position recruitment.

Another application of AI is virtual assistants that can facilitate engagement with applicants to improve the candidate experience. For example, AI virtual assistants can schedule interviews or provide candidates with updates on where they are in the hiring process. Virtual assistants can also answer candidate questions on company policies, benefits or culture, and when it gets stumped, a virtual assistant can contact a human recruiter. These virtual assistants often use chatbot functionality so that candidates can contact organizations around the clock.

Q: How is technology changing the role of the recruiter?

A: The use of technology to automate steps in the candidate screening process can potentially improve the efficiency of a recruiter. Many tasks related to sourcing and screening can be automated to improve efficiencies and mitigate the risk of unconscious bias, among other benefits. Automation will enable recruiters to spend more time on higher value activities like interviewing well-matched candidates, creating sourcing strategies and crafting job offers. As technology continues to evolve, the role of the recruiter will become less administrative and more advisory with a greater focus on employer branding, candidate marketing and engagement, the selection and hiring process and other essential tasks.

Q: How is PeopleScout innovating for the future of talent acquisition?

A: At PeopleScout, we propel our clients' talent acquisition capabilities into the future by combining our scale, results-driven people and experience managing the world's most complex talent programs with the best in emerging talent technology. We leverage technology for mobile enablement, video interviews and assessments, talent communities, artificial intelligence that learns on the job, and more. This innovative approach enhances and personalizes the candidate experience and empowers connectivity to the best candidates. With new technologies emerging every day, we are laser-focused on continuously evaluating and enhancing our talent technology stack to enable our clients to acquire the talent they need to grow from today into tomorrow.