Recruiting Powerhouse:

How AI is Helping Talent Acquisition Professionals Up Their Game

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Artificial intelligence or AI. It's the brave new world of just about everything these days, and recruiting is no exception. But just how much will AI impact the recruiting process? Will it make the need for human recruiters obsolete?

From our perspective at Korn Ferry, just the opposite is happening. With the right approach to using AI—starting at the very first stages of an engagement—recruiters can develop laser-focused job specifications, source the best candidates who may not on the surface seem suited for a role, and dramatically decrease time to hire.

To gauge sentiment on the topic, we conducted two separate surveys—one targeted to talent acquisition professionals and one targeted to candidates. Here's what we found:

For Candidates

Eighty-one percent of candidates surveyed believe that using AI to create a hyper-personalized approach to recruitment where recruiters use candidates' data to better suggest roles suited to them will make finding the right role easier. And while 89 percent believe that AI enhances the recruiting process, 89 percent do not believe AI can replace the role of the human recruiter.

For Talent Acquisition Professionals

When asked to compare the quality of candidates today to five years ago when AI was still in its infancy, 69 percent of talent acquisition professionals said candidates are

more qualified today and 51 percent said roles are filled in a more timely manner. The vast majority of talent acquisition professionals (89 percent) are excited about the prospect of using AI more in their day-to-day jobs.

The Right Information Long Before the Search Begins

It is clear that AI is a powerful tool in the hands of recruiters—a tool that will not replace talent acquisition professionals but will instead make them more efficient, strategic, and effective.

At Korn Ferry Futurestep, AI plays a critical role in the talent acquisition process long before we interview the first candidate.

We start by creating the most accurate, pinpointed job description possible. Using our best-in-class profiles and AI, the system exponentially augments the quality of the data at the recruiter's fingertips.

AI also helps us study the market by analyzing the backgrounds of people in the role for which the search is being developed to identify which variables are key. For example, in a search for a global automotive maker, we discovered that in one country there was a significant movement of executives from the luxury goods sector to the automotive sector—a relationship that wouldn't have been obvious without AI.

When it's time to start sourcing candidates, AI analyzes qualitative and quantitative social artifacts to assess a

candidate's readiness to move.

At Korn Ferry Futurestep, AI has enabled us to create a single sign-on platform that includes both non-AI and AI elements and spans across virtually all aspects of recruiting, including a clear job profile, sourcing, assessments, interviewing guides, scheduling, and accurate demographic and compensation data.

A Single Platform Has Significant Benefits for Candidates and Those Hiring Them

For the hiring manager, it offers detailed information prior to the launch, provides better candidates faster, and creates transparency of process.

For the recruiter, it provides market and profile information for every role; reduces administrative work, including sifting through the resumes of an inordinate number of unqualified candidates; and offers automated, personalized candidate care, decision support via assessments, and more high-quality time with candidates and hiring managers.

For the candidate, it offers opportunities to be considered for the most interesting roles, creates an environment of personalized and timely candidate care, creates streamlined interview coordination through an e-scheduling tool, and provides 24/7 application support.

With this focused approach, the hiring experience is simplified and enhanced for everyone.