

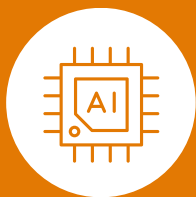


The possibilities of AI in recruitment



Recruitment & selection

The use of artificial intelligence in recruitment has major consequences for the process from recruitment to matching a candidate for a position. As part of a diptych on AI and recruitment, this chapter explains how AI offers opportunities in the recruitment and selection of candidates. Attention is paid to the human recruiter and the risk of possible bias.





AI as a tool in recruitment and selection

Recruitment and selection refers to the process of identifying, selecting and attracting the most suitable candidates for a particular vacancy. AI can provide considerably more speed in the process. AI tools offer opportunities to automate and streamline the recruitment process. As a result, recruitment managers spend less time on repetitive activities, allowing them to spend more time on the human aspect of recruitment.

First of all, a recruiter spends a lot of time attracting the right candidates. For example, it is important that advertisements for the vacancy appear on channels where suitable candidates will see them. AI can be segmented so that ads appear on the right platforms. Another important aspect of reaching the right people is choosing the right terms. Different terms can be used to describe the same function, AI can also help with this. By training AI on terminology, the tool understands the context and meanings of words that match the function.

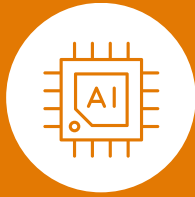
The recruiter can also actively search for candidates. The human recruiter is dependent on his own network. AI searches for candidates outside the recruiter's network, recruiting the most suitable candidates. When these candidates are found, the recruiter selects the candidates with the most potential. It takes a human recruiter a lot of time to go through all the potential candidates. AI, on the other hand, can assess a bulk of potential candidates at once based on competencies and the job requirements. AI in the form of a chatbot can also make it easier for potential candidates to interact with the recruiter. All of these features reduce the recruiter's workload, allowing them to focus more on the human aspect, such as managing expectations and interpreting unstructured data.





Matching

The use of artificial intelligence within recruitment has major consequences for the way in which the process of matching a potential candidate proceeds. As part of a diptych on AI and recruitment, this chapter explains how AI offers opportunities in candidate matching. Attention is paid to the human recruiter and any bias.





AI as a matching tool

Matching refers to the process of evaluating potential candidates based on multiple competencies relevant to predicting job success. In addition, it is important that the personality of the potential candidate matches the corporate culture and the personalities of colleagues and managers.

AI can automatically match a potential candidate and a job profile based on data. Based on a LinkedIn profile or a CV, an AI tool can recognize which candidates are suitable for the position. Because this process is automated, it is much faster than a human recruiter would.

The role of the recruiter then mainly concerns managing expectations from both sides and the emotional aspect. AI tools can support the recruiter in estimating whether a candidate will click with colleagues and managers. Based on, for example, a social media profile or a letter of motivation, AI can make an assessment of someone's personality. By comparing this personality profile with the personality profile of a potential colleague, AI can help with the matching process. A color profile, like the one below, determines which personalities complement each other and who will clash.





AI in recruitment and bias



AI is measurable and scalable and can therefore neutralize bias. There is some controversy about this. In the field of diversity and prejudice, AI is not well known in the media. This while meta-research shows that AI improves diversity and reduces bias. According to various studies, recruitment using AI works more honestly and more effectively than when only a human recruiter does this. AI in recruitment can therefore promote inclusivity in the workplace.

Nevertheless, it is important to be critical of any bias caused by AI and to always include the importance of diversity in the recruitment and selection process. AI should mainly be there for automation and objectivity, so that the recruiter can focus on the unstructured and human aspect.





Met dank aan



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Squadra is a forerunner in the field of AI and recruitment and development with expertise in machine learning and artificial intelligence, various software tools that can support the recruiter in the recruitment process.

Contact us via the QR code.