Recruitment **SMART**

THE RETAIL REVOLUTION-

HOW SNIPER AI IS SHAPING THE FUTURE OF TALENT ACQUISITION



In the realm of retail, where consumer demands shift like the tides, one constant remains- the critical importance of talent. The heartbeat of any successful retail operation is its people – the frontline associates who greet customers with a smile, the managers who ensure smooth operations, and the leaders who steer the ship through turbulent waters. Yet, amidst the hustle and bustle of the retail landscape, talent acquisition poses a formidable challenge.

57% of retail leaders have identified job and skill shortages as their biggest challenge in the coming years. In the face of such daunting statistics, the imperative for retail organizations to optimize their recruitment processes has never been more urgent.

Enter the transformative power of Artificial Intelligence (AI) and talent intelligence platforms. In a world where data reigns supreme, AI promises to revolutionize the way organizations attract, identify, and retain top talent. Among these innovative solutions stands Sniper AI, a cutting-edge talent intelligence platform developed by Recruitment Smart, specifically tailored to meet the unique needs of the retail industry.

Lets delve into the intricate tapestry of retail recruitment, exploring the myriad challenges faced by organizations and unveiling the game-changing capabilities of Sniper AI. From personalized candidate journeys to bias reduction and talent retention, Sniper AI represents a paradigm shift in how retail organizations approach talent acquisition. Join us on a journey through the future of retail recruitment, where AI-powered solutions illuminate the path to success in an ever-changing landscape.

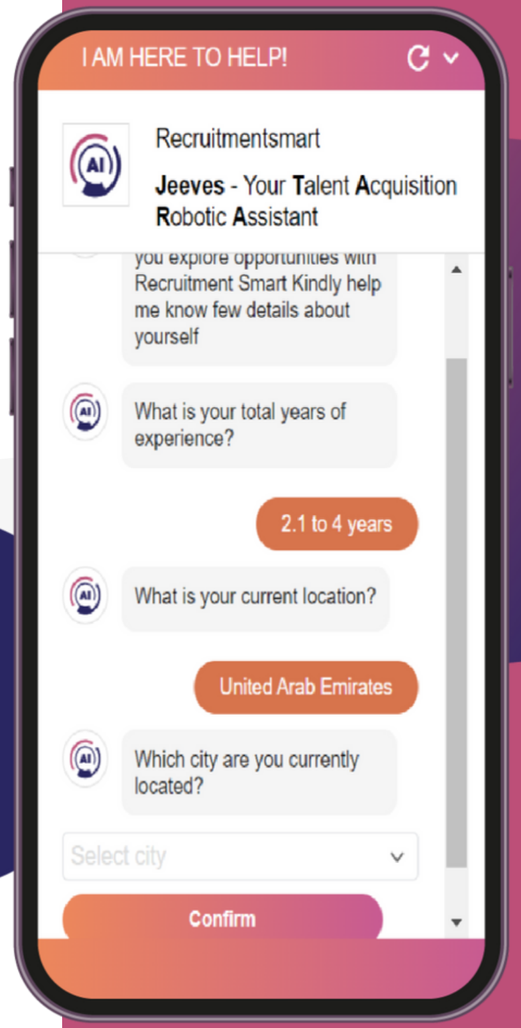
SNIPER AI- TAILORED TALENT INTELLIGENCE FOR RETAIL

Sniper AI is specifically tailored to meet the unique needs of the retail industry, offering a comprehensive suite of features designed to optimize recruitment processes and drive business outcomes.

1. Personalized Candidate Journeys

In the competitive retail landscape, delivering personalized experiences to candidates is paramount. **Jeeves AI- the conversational bot** utilizes advanced algorithms to analyze candidate profiles and preferences, thereby creating individualized talent journeys.

By recommending relevant roles aligned with candidates' skills, career aspirations, and preferences, Jeeves AI enhances **candidate engagement and conversion rates.**



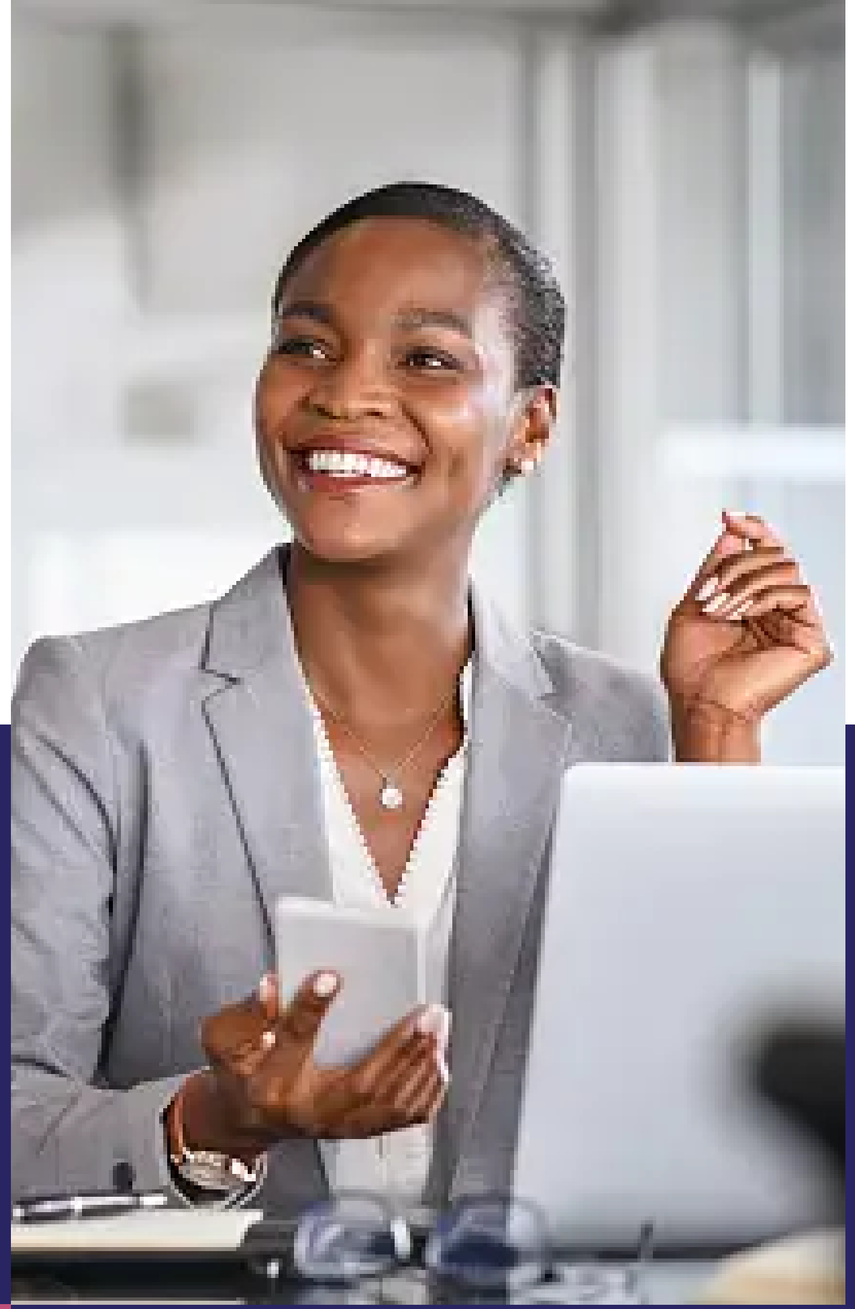
2. Targeted Candidate Identification

Identifying the right talent amidst a sea of applicants can be daunting. Sniper AI streamlines this process by leveraging AI algorithms to assess candidates based on their skills and potential fit for specific roles. By automating candidate screening and assessment and **reducing sourcing costs by 53%,** Sniper AI enables recruiters to focus on high-quality candidates, reducing time-to-hire and enhancing recruitment efficiency.

3. Diversity and Inclusion

Diversity and inclusion are top priorities for retail organizations. Sniper AI plays a pivotal role in promoting diversity by uncovering potential candidates overlooked by traditional methods. Through transparent and explainable AI-driven recommendations, Sniper AI's Equitable Hiring feature ensures fairness, equity, and transparency in the recruitment process, thereby helping organizations meet diversity targets effectively and enable them to **improve their diversity index by 12%.**





4. Prioritizing Critical Roles

In a fast-paced retail environment, some roles are more challenging to fill than others. Sniper AI assists recruiters in identifying and prioritizing these critical roles by analyzing candidate scarcity and estimating time-to-fill. With SniperAI, the **time to hire** the right fit for your organization can improve **by 25%**. Through a targeted approach to talent acquisition, Sniper AI enables organizations to address staffing gaps swiftly and effectively.

5. Talent Mobility and Development

Retail organizations commonly face high turnover rates. Sniper AI supports talent mobility initiatives by generating personalized career paths for employees and matching internal candidates to opportunities based on their skills and aspirations through Internal Mobility by SniperAI. By empowering employees with growth opportunities, Sniper AI helps organizations retain top talent and foster a culture of growth and innovation.

CLIENT SPOTLIGHT- BELGIAN MULTINATIONAL DRINK AND BREWING COMPANY

One shining example of Sniper AI's impact in the retail industry is the Belgian multinational drink and brewing company, the largest brewer in the world. Faced with the monumental task of talent acquisition in a highly competitive market, the company turned to Sniper AI to streamline its recruitment processes.

The company chose Sniper AI for its ability to seamlessly integrate with existing systems and its unparalleled capacity to deliver tailored talent solutions. With Sniper AI's advanced algorithms and customizable features, the Belgian multinational drink and brewing company was able to optimize its recruitment efforts, identify top talent, and reduce time-to-hire.

Moreover, Sniper AI's adaptability proved instrumental in meeting the unique needs of the retail sector. Whether it was personalized candidate journeys, targeted candidate identification, or promoting diversity and inclusion, Sniper AI effortlessly tailored its capabilities to align with the company's objectives and values.





ELEVATING RETAIL RECRUITMENT-
THE POWER OF SNIPER AI

Sniper AI clearly represents a seismic shift in how retail organizations attract, identify, and retain top talent. In an industry plagued by high turnover rates and labor shortages, Sniper AI offers a path to recruitment excellence through the lens of artificial intelligence.

With its innovative features and tailored solutions, Sniper AI empowers retail recruiters to navigate the intricacies of talent acquisition with precision and confidence. From personalized candidate journeys to targeted candidate identification and promoting diversity and inclusion, Sniper AI transcends traditional recruitment paradigms, paving the way for a brighter, more inclusive future in the retail industry.

The journey doesn't end here; it's merely the beginning. As retail organizations continue to evolve and adapt to the ever-changing landscape, Sniper AI remains steadfast in its commitment to driving recruitment success.

Recruitment **SMART**



THANK YOU

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