Recruitment SMART

# **Hiring for Diversity is Hiring for Potential:** Supporting Equity in Workplace with AI



For most human resource departments worldwide, fostering a diverse workforce remains a hard-to-reach goal. The advantages of having a workforce that comprises different backgrounds, ethnicities and cultures are obvious. Research has repeatedly proven that inclusive workplaces and high performance go hand in hand and that a diverse workforce fosters innovation and growth. Without a representative staff, your company faces more than just the risk of stagnation. Your company gains fresh perspectives when you hire for diversity and inclusion. Innovation, fresh perspectives, intellectual processes, and problem-solving abilities can all be contributed by people with diverse backgrounds and viewpoints. A diverse and inclusive workforce has numerous advantages and benefits.

More diversified organizations, according to a recent McKinsey analysis, are 35 per cent more likely to beat competitors and 15 per cent more likely to see larger financial returns.

In order to adapt to the changing environment and avoid losing personnel that can enhance productivity and promote innovations and fresh perspectives, organisations need to look for a modern solution to mitigate the lack of Diversity and Inclusion in their workforce. With our lives surrounded by modern technology, leveraging the latest technology that employs data and advanced analytics can finally make diversity and inclusion goals tangible for organizations.

Many companies have unconscious bias training for employees, but these biases and inequalities root much deeper than just co-worker behaviour. The problem needs to be addressed at the very beginning- Recruitment, to further boil it down- at the sourcing and screening phase of the hiring lifecycle.

## AI FOR DIVERSE RECRUITMENT- A WINNING DIVERSITY & INCLUSION STRATEGY

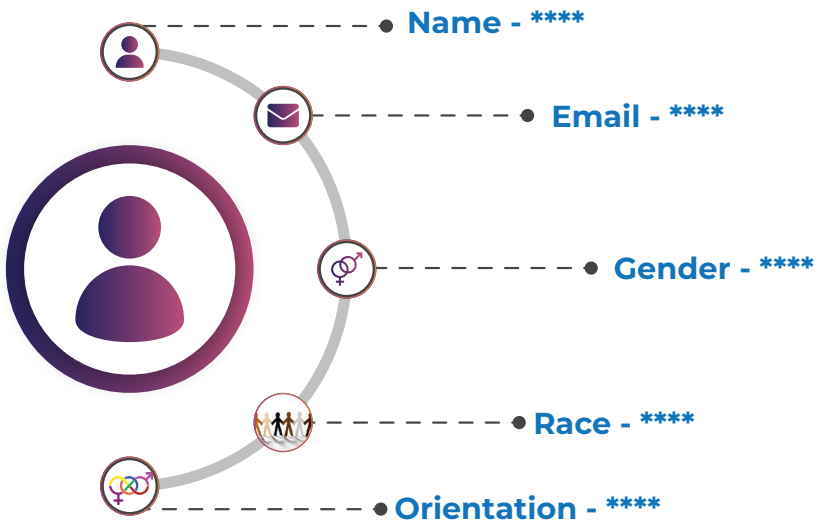
Up until recently, artificial intelligence was seen as an idealistic technology. Contrary to popular assumption, AI has quickly advanced to the point where all large corporations are taking advantage of it. Technology is providing firms with so many chances for expansion, speed, and automation that it truly is a revolution. With each new version of technology, more prejudices are being identified and eradicated, speeding the pace of development on the diversity and inclusion agenda. Businesses can greatly enhance their work environment for employees of all backgrounds, regardless of colour, gender, sexual orientation, age, or language, by deploying improved logistics and productivity software, especially in recruitment, employee training, communication, and wellbeing.

## HIRING FOR DIVERSITY IN THE WORKPLACE WITH SNIPERAI

By eliminating the need for human interaction, starting with the language in job advertising, SniperAI's Equitable Hiring feature is greatly lessening the risk of unconscious bias in hiring. While ignoring factors like ethnicity, age, and gender, it can improve candidate screening and uncover top talent during the first stages of hiring—when applications for a job requisition are received. Companies can better screen applicants based on the proper characteristics, leading to fewer bias-related recruiting concerns, by reducing human bias in certain demographic parameters, which is known to affect hiring decisions.

## THREE PILLARS OF EQUITABLE HIRING BY SNIPERAI

- **Bias Checker-** Examine the job description/skill map and analyse the historical data to determine which candidates were shortlisted and selected, and rejected to identify biases in the system.
- **Identifier Anonymization-** to conceal personal identifiers such as name, phone number, age, location, previous employer, etc.
- **Job Description Templatization-** Create a standardized job description with inclusive diction that lists skills in a gender-neutral manner to encourage female candidates to apply for job requisitions.




## CASE IN POINT- A FORTUNE 500 COMPANY DEPLOYED SNIPERAI

During our introduction to NRG Energy, Inc.- a Fortune 500 company, the key concerns highlighted in the recruitment cycle were overworked recruiters with hundreds of resumes to review for a single job requisition. The team of recruiters at the company was battling with high time to hire, candidate rejections, and continually rising costs to hire.

## HOW DID SNIPERAI TRANSFORM THE RECRUITMENT PROCESS WITH AUTOMATION AND IMPROVED THE DIVERSITY NUMBERS?

After some time of the successful roll-out of SniperAI to automate the recruiting lifecycle and streamline the candidate journey in the hiring pipeline, the company wanted to actively take steps to mitigate the lack of diversity in its workforce. This is where the Equitable Hiring feature of SniperAI came into the picture and was soon deployed on 80% of the job requisitions at the company.

The Equitable Hiring feature conceals the candidate's characteristics such as gender, race, nationality, religion, and so on and the recruiter only sees the skills that are pertinent to ascertain if the candidate is a right fit for the job requisition. These identifiers are configurable, so the company can decide which identifiers are to be masked as per their D&I strategy.

**SniperAI soon became a Key Contributor in helping NRG Energy Achieve Diversity, Inclusion, and Equity in its Workforce**

**SniperAI's Equitable Hiring was instrumental in NRG's recognition as a Champion of Board Diversity by the Forum of Executive Women.**

Started the Sniper AI tool implementation for resume blinding, aiming to minimize unconscious biases from the hiring process.

Expanded benefits to include gender-based health benefits such as gender change coverage.

Recognized as a Champion of Board Diversity by The Forum of Executive Women.

**The role of the Equitable Hiring Algorithm has been key in NRG's journey towards achieving its Diversity and Inclusion Goals-**

## CASE IN POINT- A GLOBAL TELECOM GIANT

The primary concern that the telecom giant wanted to address when it was introduced to Recruitment Smart was the lack of diversity in the company. Despite a large team of recruiters spread across geographies, the telecom company struggled with a lack of diversity and high time to hire.

## HOW DID THE COMPANY BENEFIT FROM DEPLOYING SNIPERAI IN THEIR HIRING PROCESS?

Through seamless integration with the organization's ATS, Recruitment Smart worked with the client to reduce bias and develop a customized solution to meet the varying needs of different geographies in terms of hiring practices and languages.

Their team of 50 recruiters aggressively used the system and achieved high accuracy in just 3 months of integration. SniperAI is used by the telecom giant across geographies to hire 2500 candidates annually while focusing on mitigating biases in the system and improving the diversity numbers too.

**96%**

Accuracy in 3 Months

**8%**

Significant Increase in Diversity

**25%**

Reduction in Time to Hire - 25% in 4 Quarters

## CASE IN POINT- GLOBAL TECH CONSULTING LEADER

The Global Technology Consulting Leader was employing traditional recruitment practices which were limiting the range of professionals they wanted to hire. The number of applications coming in for the requisitions was high but few showed the right potential resulting in high time to fill positions. Global Technology Consulting Leader wanted rationalisation of the screening/sourcing time and automation of recruitment to improve time-to-hire and reduce the cost of hiring. The company wanted a more efficient and targeted approach that can help them select candidates based on merit and hire the most eligible.

## HOW DID SNIPERAI IMPROVE THE HIRING PROCESS?

Sniper AI introduced the automated hiring approach to the client's otherwise traditional recruitment process. Inputs taken from the client's discussion were fed into the Sniper AI program and its robust search system efficiently weighed, scored, and ranked the unique attributes of the applicants. These attributes were ranked based on, cognition, technical skills, etc., while concealing the identifiers, thus promoting diversity hiring.

20%

Reduced the Time-to-Hire

18%

Reduction in the Cost of Hiring

30%

Improved Screening Time

## HOW DOES SNIPERAI'S EQUITABLE HIRING FEATURE MITIGATE BIASES?

The AI algorithm can help organizations determine any extant inherent bias in the system and can also work towards neutralizing the same. The tool achieves this by anonymizing data and can be used to see if there are any biases. The feature randomly selects jobs from history, studies the job description, creates a skill map and skill cloud, and then assesses the historical data to see what candidates were shortlisted and selected and candidates who were rejected.

The algorithm will then evaluate all the previous candidates considered for a job and come out with a fitment score and form a comparative map to segregate and study outliers.

Further, through the Equitable Hiring feature, the resumes are anonymised, to conceal all personal data identifiers that include various classifications such as gender and, race at all stages. It helps the recruitment teams in evaluating candidates on the basis of their skills and experience instead of factors that can lead to biased decisions.

We have helped our clients in identifying various types of biases and reduce them by over 18%.

## AI FOR GOOD- FAIR CHANCES FOR EACH CANDIDATE IN THE TALENT POOL WITH SNIPERAI

AI needs human direction in order to be employed properly. A company must first assess its culture to determine where in the hiring process it can make improvements before setting goals to work toward those improvements in order to address the lack of diversity. The business must then use AI and HR technologies effectively to enhance its initiatives for workplace inclusion and diversity. Bias in the hiring process can be significantly reduced using today's AI-based recruiting technology and a progressive recruiting strategy.