Recruitment SMART



The Ultimate Framework

to Smart Recruitment with Artificial Intelligence

Recruitment today is not as straightforward as it was a decade ago. Businesses are witnessing a continuous evolution in the work environment with phenomena like job hopping and offer shopping on the rise.

Employers are aware that today's talent will switch employment more frequently than in the past, and they have acclimated to the increased frequency of these changes. This acceptance enables businesses to stay accessible to a wider talent pool in the present candidate-driven market, where candidates dominate as a result of phenomena like the Great Resignation and a shortage of skilled workers. The increased need and frequency of recruitment have given birth to the importance of automation and Artificial Intelligence in the field of HR. Many companies now use artificial intelligence (AI) technologies like chatbots, prepared digital interviews, and resume screeners to accelerate the screening and invitation-to-interview process since they regard to speed and efficiency as essential components of their hiring processes.

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Understand the Role of Data & Organize it to Make it fit for AI Purposes

- **Understanding the Role of Data in AI Recruitment**

  AI surely is accelerating the hiring process but what fuels AI? Data. Data and its quality play a key role in the success of AI recruitment. The promise of the use of AI widely known as talent intelligence to better recognise talent and make judgements about talent, calls on something known as distributed neural networks. In essence, this technology searches for patterns between various kinds of data using a vast amount of data.

  Artificial intelligence (AI) needs a lot of data to accurately mimic human intelligence. Machine learning-based AI needs a lot of data to learn how to filter resumes as precisely as a human recruiter. This can be anywhere between several hundred to several thousand resumes for a specific position.

  But what kind of data enables AI recruitment? The main internal data sources are personnel resumes and skill lists (information on demographic trends). For the most innovative AI applications, real-time streaming data is often required.

- **Understand the Norms around using data for AI application**

  A firm cannot just process personal data because it wants to; data processing is only allowed when the legal conditions or grounds for processing in the particular region have been met. There are various reasons, including contract fulfilment, following the law, getting permission, and having legitimate business interests. Processing sensitive personal data is much more limited on the basis (like health information).

  Employers must first determine what data is being processed by AI or people analytics in the workplace, and then what legal justifications can be used to use the data in that manner.

  GDPR Compliance: One of the pillars of G is disclosure, which obliges businesses to t clients about how their personal data used, including the reason(s), legal basis(recipients, and duration of retentic Employers must update their privacy rul to ensure that anyone who will be using A technology is aware of its use.



Infrastructure Understanding- Application Tracking System

Is your recruitment process completely manual? Or do you use an Application Tracking System (ATS) to manage your hiring process and automate it to a certain extent?

Application Tracking Systems (ATS) have undoubtedly made digitization and better management in recruitment possible. The hiring procedures including finding and reviewing resumes, contacting coworkers and potential hires, and importing and exporting data are all automated by an ATS. This allows recruiters to focus on things that bring greater value.

While taking your recruitment transformation a step ahead with AI, you need to check for easy integration with your ATS. It doesn't make sense for recruiters to use multiple platforms for a single task. With the right talent intelligence platform, you will be able to get all your data onto your ATS while the AI software works in real time in the background. Seek minimal change management and no technical disruption for your recruiters to ensure that AI is being used correctly for your recruitment process.



Decipher the Legal & Compliance Aspects of Adopting AI in Your Recruitment System

Employers should be mindful not to just plug and play when investing in AI to aid in recruiting and hiring. Although no federal laws specifically prohibit the use of AI in hiring processes, it is certainly covered by several regulations, including those prohibiting discrimination.

➢ Recent Global Developments That Can Help You Understand Legal Considerations When Choosing AI

The U.S. Equal Employment Opportunity Commission

According to the EEOC, employers who utilise AI in their employment process may be held accountable for unintentional discrimination, and AI providers frequently include non-liability agreements in their contracts with employers. Therefore, employers must validate AI technologies and take action to guarantee that they do not unintentionally result in discrimination when recruiting. To determine whether the findings are skewed, employers should evaluate the AI algorithm's capabilities in the pilot system.

European Union and AI use in Hiring and Recruiting

EU officials emphasized the need for proactive regulation of AI technology now because later, given the technology's rapid advancement, it may be difficult to do so. They also insisted on striking a balance between the reasonable, commercial, and operational interests of businesses and the privacy and anti-discrimination rights of employees.

To ensure compliance with the proposed standards, providers of AI systems would need to give thorough documentation of how their systems operate.

Middle East Region & its Current Legal Aspects around AI

The data protection law that has become enforceable in January 2023 in UAE requires businesses (data controllers) and their suppliers (data processors) to demonstrate compliance to process personal data through automated, partly automated, or any other means. The key requirements of the UAE PDP Law cut across various areas incorporating aspects of risk management, compliance, legal obligations, data protection, data governance, and record management. The PDP Law requires organizations to adopt a holistic, structured, and collaborative approach to establish a privacy program that aims to uphold the privacy rights of individuals in the UAE.

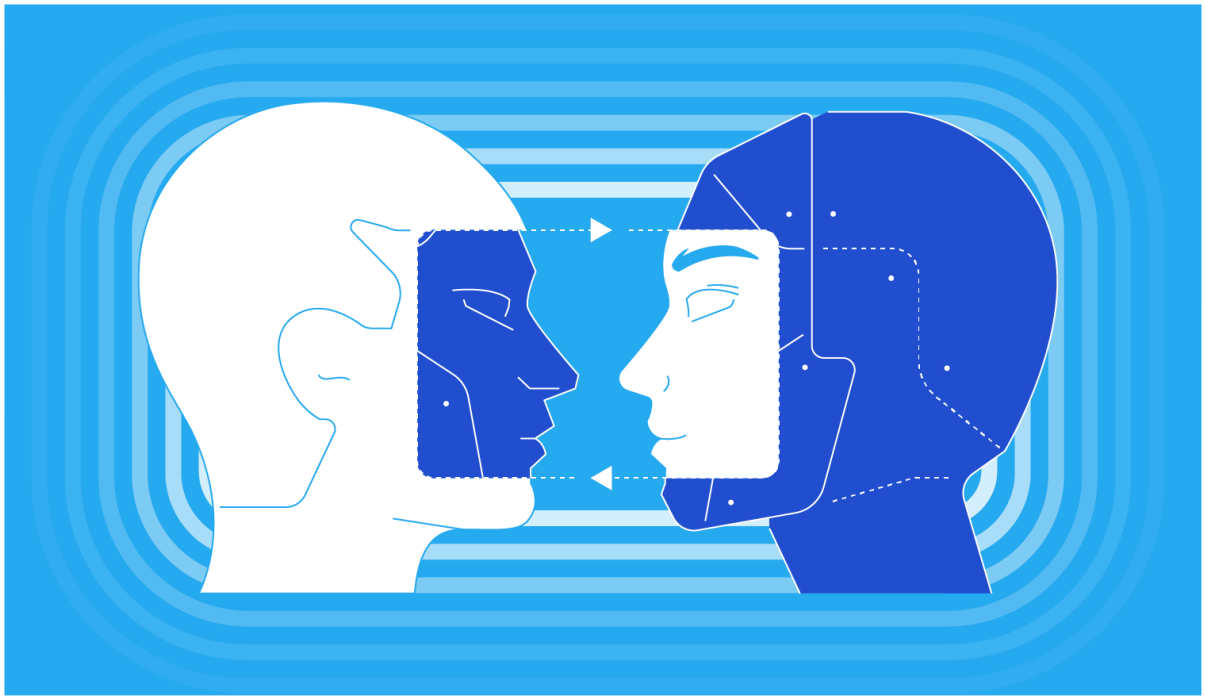
Localization of Data- Today over **75%** of countries have levied restrictions around data localization in some or the other. Data must be processed and stored within a specific nation or region. For instance, Schrems II legislation in Europe restricts the transfer of personal data to third countries without the necessary levels of protection. As a result, businesses are compelled to build a local infrastructure to use AI within their organizations. Localization regulations, for instance, are requiring businesses to develop IT architectures in particular nations of the Middle East too.

Mitigate Biased Behaviour with the Ethical Use of AI

Bias in the recruiting process, whether conscious or not, can have severe effects. Bias has the potential to have major effects on sourcing, screening, interviewing, and other processes. In addition to diminishing diversity, evidence of hiring bias is triggering lawsuits in many international organisations.

Because there are no human participants, AI recruiting technology by default is able to remove all bias. Using your current database and the standards set by the HR team, AI software will help you quickly and objectively hire top talent.

An ethical AI system puts candidates' and recruiters' rights to privacy and personhood first. Privacy, non-discrimination, individual rights, and other crucial considerations are all taken into account by the team and programme.



Without a strong ethical foundation, AI may have negative effects. AI should always be implemented cautiously and with a thorough understanding of how your system works.

However, if your chosen talent intelligence platform is poorly designed or uses data from a biased database, or is highly dependent on Machine Learning technology, prejudice may grow rather than improve. Whatever the reason, a reliable talent intelligence programme would completely ignore demographic factors like gender, religion, race, and other factors. Any less can lead to serious ethical problems with the hiring process.

Understand the Importance of Recruiters in Transitioning to AI for Recruitment



Although AI recruiting tools don't replace recruiters, they do alter and streamline the hiring process. Talent intelligence tools will decrease the amount of time and effort recruiters must devote to particular tasks. If a company employs AI recruiting technologies, for instance, to source candidates, recruiters will spend less time on candidate sourcing activities, with the exception of confirming the results and ensuring the operation was successful. Through the use of AI technologies, recruiters will also have access to more qualified candidates, frequently from markets they have not yet explored.

Therefore, it is crucial to teach recruiters how to use AI in a way that enables them to make decisions more quickly, strategically, and without bias.

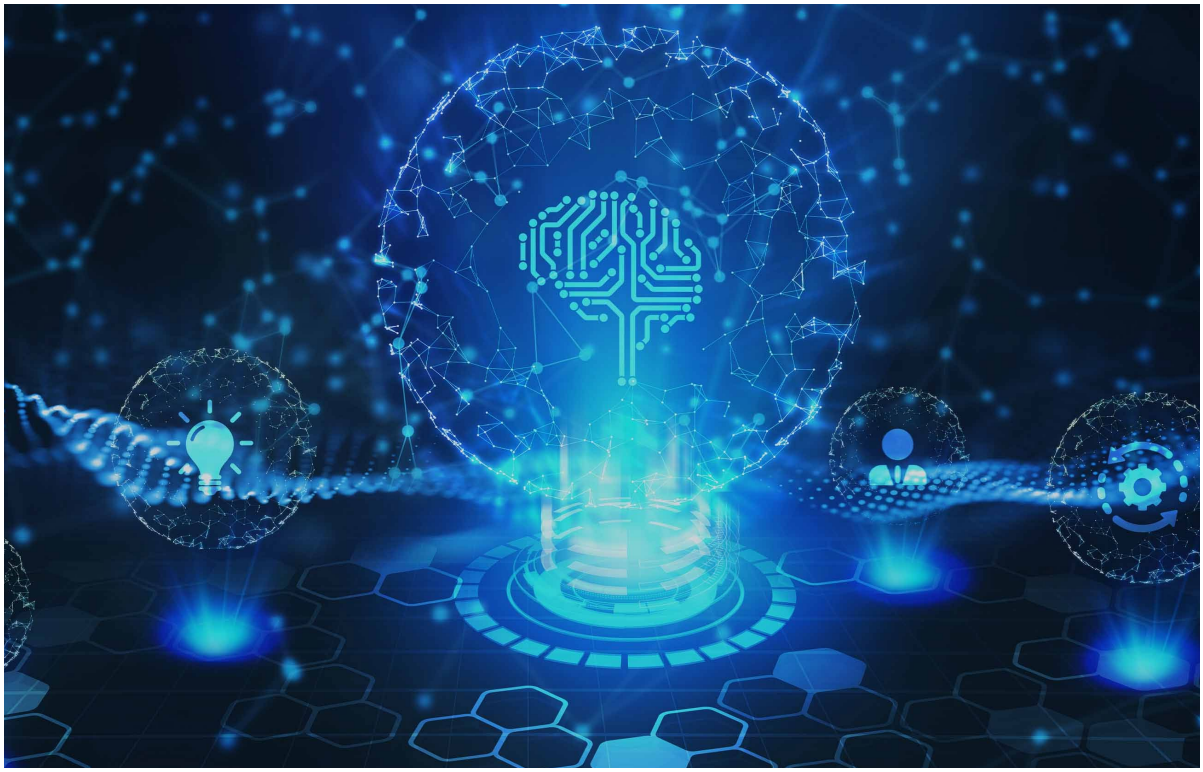


Fuel Your Talent Intelligence with Data-Driven Analytics

Your AI systems are in place, your ATS is in sync with your chosen talent intelligence platform, and your recruiters are witnessing exceptional automation and optimization results in the hiring process, what next?

Employ the power of Analytics to consistently improve your hiring results, make strategic human resource decisions, explore internal talent mobility opportunities, set realistic ROI expectations, deploy predictive analytics and much more. Investing in Talent analytics will further enhance your talent intelligence user experience in hiring, employee career development, candidate engagement and performance compliance, and will improve organisational competency and efficiency.

SniperAI Talent Analytics by Recruitment Smart assists businesses in optimizing their talent strategies by providing actionable insights, trends, and data in the form of bespoke dashboards and reports that prompt required actions in the hiring process. These dashboards and reports work as catalysts in lowering costs, accelerating hiring decisions, and achieving the diversity goals of organizations.
SniperAI Talent Analytics provides access to advanced deep analytics to create proactive talent pipelines, information about channel effectiveness, recruiter productivity, diversity, and bias neutralization. The solution optimizes your hiring lifecycle by **60%** and recruiter effort by **35%**.



Identify the Problems You want to Solve with AI in Recruitment to Make Accurate Feature Selections

It's critical to plan and follow fundamental continuing best practices when using AI in recruiting, including the following:

- Determine which processes require a lot of time, money, and manual labour.
- Processes should be changed to account for AI deployments.
- Check the accuracy of the results once AI has been applied.
- To ensure that prejudices aren't incorporated into the AI system, get rid of biased behaviour right away.
- To ensure the AI system improves the process, track and measure performance via consistent data analytics.

While choosing a talent intelligence platform, a business must first identify the loopholes and challenges it wishes to tackle with the help of AI. Holistic talent intelligence platforms are revolutionizing the complete hiring cycle of companies from screening, shortlisting, interacting with candidates, and diversity hiring, to offering deeper insight into the current talent pool through skill mapping and talent analytics.

Identifying your needs makes it easier to choose the features you want to deploy in the initial phase of AI deployment. This can also be cross-referenced with the potential benefits that the talent intelligence platform promises to offer in each aspect of the hiring lifecycle. To put this in perspective, SniperAI by Recruitment Smart offers the following potential benefits in the hiring cycle.

- Improving recruitment productivity by more than **53%** and reducing sourcing costs by **37%**
- Eliminating the initial funnel noise by a factor of over **60%**
- Over **3X** increase in the conversion ratios
- Over **25%** improvement in time to hire
- Over **60%** better candidate outreach and engagement
- Over **12%** Improvement in Diversity Index
- **3x** faster candidate interview scheduling
- **30%** higher offer acceptance rate