Recruitment SMART



EMPLOYING THE POWER OF AI

in Recruitment Industry of the Middle East with SniperAI

Humanity has undergone three previous industrial revolutions: the first was powered by steam or water, the second by electricity, and the third by computing. Right now, big data and artificial intelligence are driving the fourth industrial revolution commonly known as Intelligence Revolution.

PwC estimates that by year 2030, AI would produce an economic impact of up to $15.7 trillion on the world, surpassing the combined current output of China and India. Increased productivity is expected to contribute $6.6 trillion to this, and consumer advantages would contribute $9.1 trillion.

Numerous professional domains have already adopted artificial intelligence. Different applications of AI are enhancing our daily lives in a variety of industries, including the automobile, construction, medical, and web search. One such aspect of business that is greatly impacted by AI is Human Resource & Recruitment.

The most powerful nations in the world are boosting their spending in artificial intelligence as they jump on the bandwagon with the Middle East region contributing greatly with its bold steps. The markets of the United Arab Emirates and Saudi Arabia are open to new ideas and technologies, and they act swiftly to implement processes that are technology-driven. These geographical areas will undoubtedly continue embracing technology in order to attract the top people from across the world to keep up with their expansion ambitions, given the enormous growth across numerous industries within each region. For instance, UAE is the first nation ever to appoint a minister for artificial intelligence in 2017.

AI is increasingly being utilised in the employment and HR fields of Middle Eastern companies to automate more routine operations, freeing up HR staff (and recruiters) to concentrate on the aspects that require human input resulting in cost and time savings. AI is used extensively by large organizations in recruitment to screen CVs, determine candidates' interests, screen candidates on social media, conduct interviews, and administer personality tests. Wider HR applications include agile learning, workplace data analysis, processing performance data, automating portions of the onboarding process, and benefits management and typical requests.

UNDERSTANDING THE CURRENT LEGAL ASPECTS OF USING AI IN THE MIDDLE EAST

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.

GDPR Compliance - One of the guiding principles of GDPR is transparency, which calls on companies to give customers mandatory information about how their data is handled, including the purpose, legal basis, recipients, and duration of retention. Employers must amend their privacy policies to make sure that anybody subject to AI technology is informed of its use.

SNIPERAI AND ITS ROLE IN TRANSFORMING RECRUITMENT FOR MIDDLE EAST REGION WITH AI

- **Legal & Compliance Aspects-** As per the current law around data residency in UAE, the data centre/ storage should happen within the geography, thus keeping the access within the region only. SniperAI is already GDPR compliant and has made significant strides to design a solution that can meet all these requirements for its clients.
- **Credibility of SniperAI in the ME Region-** SniperAI, a leading talent intelligence platform by Recruitment Smart has been working with some leading corporations from across the Middle East region since its inception. The platform has been a trusted talent intelligence partner for these corporations for over 4 years now. We have extensive expertise and experience in the effective execution of numerous complicated and distributed projects and collaborate with many top firms around the Middle East, particularly in the UAE. This gives us a special perspective on how to complete large, difficult transformation projects on schedule and within budget whilst understanding the region's compliance requirements.
- **Ease in ATS Integration-** SniperAI assures smooth built-in integration with the organization's ATS, eliminating the need to support and manage separate systems. It also makes sure that all talent intelligence is fed into the ATS, giving the hiring process greater strategic value. SAP SuccessFactors and Taleo are the two ATS that are used extensively in large corporations of the Middle East and SniperAI partners with both to provide ease of use and minimal change management to its users.
- **Industry Agnostic Platform-** The current technology of SniperAI is industry agnostic. We have worked with ME clients from industries including IT, petrochemical, manufacturing, and retail and have a long standing relations.



CASE IN POINT- SNIPERAI EMPLOYED BY A LEADING CONGLOMERATE OF UAE- AL-FUTTAIM GROUP

Al-Futtaim Group is a large conglomerate ranking third in Forbes Middle East's Top 100 Arab Family Businesses 2022. It has 8 divisions: automotive, electronics, insurance, services, real estate, retail, industries, and overseas. It employs over 44000 people from more than 100 different nationalities and operates across more than 15 countries, with a USD 9 billion revenue.

The company has a sizable portfolio of industries under its wing that are highly diversified, and in order to serve these industries, the company has worked tirelessly to create and maintain an inclusive, diversified workforce. The demand for a thorough and cutting-edge hiring procedure increased along with the company's exponential growth in its global business.

The enormous number of vacant positions and the difficulty of sifting through many CVs to locate the right applicant for a single vacancy at a conversion ratio as low as 2% were quoted by the company as its initial problem areas. The data showed that there was a lot of room for automation and accuracy in the current talent acquisition cycle because it took a lot of resources to discover just one qualified candidate for any job requisition. The company's additional cause for concern was the workforce's diversity. It was a vital factor because AFG works with a variety of well-known businesses from around the globe.

IMPACT OF SNIPERAI ON THE RECRUITMENT PRODUCTIVITY OF AL-FUTTAIM GROUP

SniperAI has been AFG’s talent intelligence partner for 3 years now. During our introduction, AFG sought an automated platform that could greatly increase the recruiting team's accuracy, efficiency, and productivity while ensuring non-biased hiring after recognising the loopholes in their talent acquisition cycle. A platform that can effortlessly interface with SAP Success Factors, without interfering with current procedures, was also required because the organisation already used it as its ATS.

Since implementing SniperAI in their hiring procedure, AFG's HR team has shortlisted **33%** of evaluated CVs versus **2%** in the past. AFG saw a **300%** improvement in its hiring process thanks to SniperAI's excellent capacity to screen numerous resumes at incredible speed and save time to discover the ideal candidate for a job position.