Recruitment **SMART**

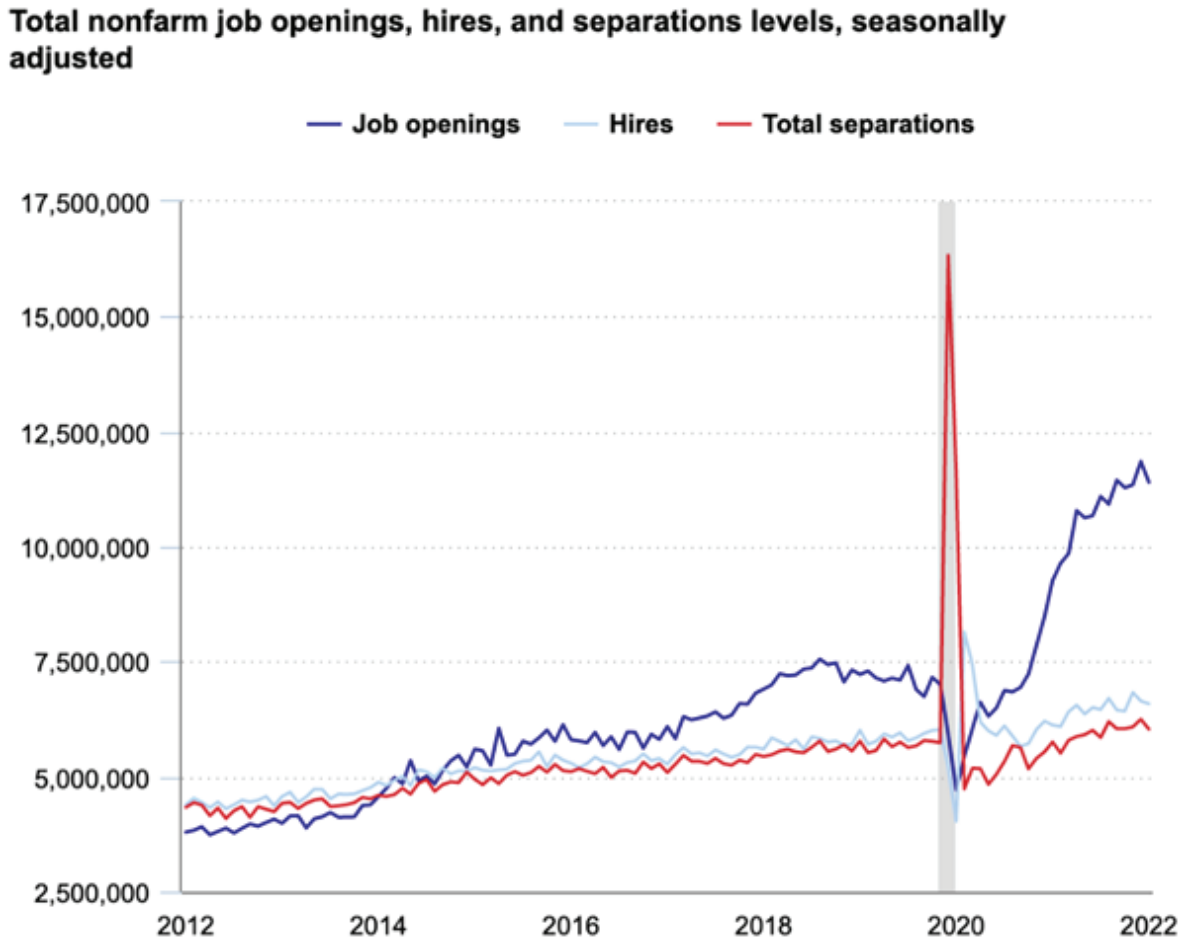
How **SniperAI** is **Revolutionizing** the Recruitment Landscape in the US



Although the pandemic is now over, its effects may still be seen in how businesses operate worldwide. There is no turning back when the global workforce ecosystem has been so severely disturbed. The massive reliance on technology has had the most notable effect.

Recruiting is a crucial and intricate task.

Companies are defined by " the people they hire", so finding, attracting, and choosing the best applicants is crucial. Despite the pandemic, it is getting harder to find employees and at the same time, the workforce of the US has become more meticulous in choosing an organization to work at. To substantiate this, let's look at the latest numbers released by the US Bureau of Labor Statistics.



The number of job opening have increased significantly but the number of hires have not spiked at the same rate. Thus businesses that made smarter hiring decisions and are providing a more inclusive and healthy working environment can fare better than their competitors.

In the current talent market of the US, the biggest challenge is the talent crunch which is mostly experienced due to the prolonged recruitment processes resulting in a delay in reaching candidates and lack of candidate engagement. Another challenge that the recruitment departments of the US are facing is the inability of utilizing the internal candidate database to its best. This results in candidate leakages as the organization fails to reach potential talent at the right time.

Companies in the US are taking initiatives around talent acquisition, talent management, diversity, equity and inclusion and employee experience by integrating technologies into their recruitment processes. These technologies have proven to be imperative for your talent strategy to remain competitive in the changing world in response to COVID-19.

HOW SNIPERAI HAS BECOME A PRIMARY CHOICE FOR US ORGANIZATIONS LOOKING FOR TALENT INTELLIGENCE PLATFORMS?

SniperAI- a leading talent intelligence platform by Recruitment Smart is stacking all of these technologies in a single platform with its exceptional Artificial Intelligence and analytic capabilities. Or you could find a talent intelligence platform that ties them together with real intelligence and analytics. With SniperAI, leading companies in the US are growing beyond single-point solutions to a framework that accelerates careers, enhances diversity, equity, and inclusion, and are positioning their businesses for both present and future success with its employees as it is built on an AI architecture that prioritizes skills of the candidate.

The talent intelligence platform of Recruitment Smart, SniperAI, has assisted numerous US businesses with employees located around the globe in finding the best people at the most affordable prices. The AI solution makes use of all available channels and conducts searches both inside and outside the business to fill requisitions with a variety of skill requirements, including niche and volume hiring. The AI RPA closes operational leakage by streamlining processes and operations related to talent.

The Recruitment Smart team tackled a variety of talent acquisition problems while serving our various US-based customers. While some clients were looking for an AI platform that could offer excellent accuracy in terms of sourcing and screening applicants to cut the time and cost to hire for each job requisition, others were searching for a platform that could enable comprehensive automation of their hiring process. By reducing biases at the hiring stage itself, many of our US clients selected Recruitment Smart to address the homogeneity of their workforce and create a more varied and inclusive ecosystem.



FEW SIGNIFICANT CASES WHERE OUR CLIENTS BASED IN THE US TRANSFORMED THEIR HIRING JOURNEY WITH SNIPERAI

NRG Energy - A Leading American Energy Company

The main issues raised during our introduction to NRG Energy, Inc. were to overworked recruiters who had hundreds of resumes to analyse for a single job requisition. The company's team of recruiters was struggling with a long hiring process, candidate rejections, and steadily escalating hiring expenditures. NRG investigated different talent intelligence systems available on the SAP SuccessFactors App store—the ATS used by the company to solve the underlying issues with the talent acquisition cycle. The large energy business picked Recruitment Smart over five top talent intelligence solutions to reduce the cost, time, and effort involved in screening and shortlisting candidates.

By reducing the transactional workload on recruiters through SniperAI, the company wanted to redirect recruiters' efforts into strategic tasks like reaching out to potential candidates and increasing the conversion rate in each job opening. This was made possible with SniperAI's key features which included bulk uploading of candidates from various job boards, real-time parsing of resumes, and highly accurate hiring scores assigned to each potential candidate for varied job openings on their ATS- SAP SuccessFactors.

Moving ahead, Recruitment Smart also employed its innovative Equitable Hiring Solution to address the concern of unmet diversity and inclusion goals of NRG Energy.

- NRG Energy employed Recruitment Smart's Equitable Hiring Feature on 80% of its Job Requisitions to address unconscious human biases in its recruitment process within one year of its roll-out.
- 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

ATOS- A 300+ recruiter users in the US

With 300+ recruiters in the US, ATOS chose Recruitment Smart primarily to optimize its hiring process in a way that increases the productivity of the recruiters and allows the recruitment department to involve in other strategic tasks. The automation and streamlining capabilities of SniperAI benefitted the users at ATOS soon after the deployment. There were visible improvements in the time and cost to hire at the organization. As ATOS is a very large organization with its offices across the globe, our team integrated SniperAI into their systems to provide user access to Das ID.

To help users of ATOS, after going live with SniperAI, our team provided over 10 training sessions to help recruiters make the most of the AI-backed technology and reap the best results for the organization.

Alcoa- An American Industrial Corporation shares its experience with SniperAI

Alcoa, an American industrial corporation, was in the process of taking its HR activities global when it started looking for talent intelligence platforms to streamline and automate its recruitment lifecycle. When introduced to Recruitment Smart, the key challenge for Alcoa was to optimize its recruitment process in a way that increases recruitment productivity in its corporate offices spread across the globe. By integrating with its ATS- Workday, SniperAI now helps Alcoa in recruiting the right candidates in less time and with less cost across 50 plants spread globally. SniperAI has significantly boosted our processes by automating and streamlining recruitment activities- from sourcing, screening, and shortlisting to interviewing suitable candidates.