

INNOVATION IS POWER:

Technology and the Future of the Hiring Process

Embracing Technology to Improve Your Recruitment Processes

Living amid a digital revolution has truly reshaped the way we interact, especially in business. Technology has afforded faster communication and the ability to connect more easily — transforming how business is conducted across industries. Achieving success in our ever-changing technological landscape requires a sharp set of skills and the willingness for continual professional development.

When it comes to hiring and recruitment, adapting to changes in the industry is fundamental for success. As technology continues to alter the way hiring managers attract and [evaluate top-tier talent](#), understanding these emerging technologies is critical to ensure you are identifying and selecting the best-fit candidates for your organization.

In this whitepaper, we detail technological approaches your team can use for every stage of the employee lifecycle — to improve the quality of hires you ultimately choose to bring into your team.

Artificial Intelligence and Executive Recruitment

The use of artificial intelligence (AI) in recruitment is now more prominent than ever before. Algorithms used in modern software can assist with task performance, computing, and problem-solving, thus improving productivity, accuracy, and streamlining the recruitment pipeline.

Let's look at some of the applications for artificial intelligence in hiring and recruitment.

Machine Learning for Initial Screening Softwares

As the use of AI becomes more commonplace, its ability to actively learn has created software that gets smarter and more accurate as time goes on. These AI algorithms can contextualize data and make accurate predictions about candidates and their capabilities, experience, and interest level in working for your company.

This proves particularly useful when sourcing an Applicant Tracking System (ATS) and/or screening profiles, resumes, and job applications by utilizing relevant keywords and phrases — allowing recruiters to assess and filter through a larger number of contenders in a shorter time. By outlining a detailed, data-based candidate profile, you can automate this early step in the process and increase your overall capacity to assess a larger talent pool than before.

AI-driven talent assessments and pre-employment screenings can also be scheduled and performed online using specific testing software. As they use advanced algorithms to score candidates, these evaluations gather useful data — giving you a better understanding of a top candidates' traits, attributes, and abilities concerning your

company's specific needs. One form of assessment to include is psychometric tests, which provide more objective data on a candidate's strengths and weaknesses.

With the right set of data, AI-powered psychometric tests can recognize complex patterns that may not be evident to a human recruiter. In the future, machine learning will continue to improve the algorithms used to analyze results, helping your hiring team narrow down your options with more confidence.

Automation in Your Hiring Workflows

Repetitive, high-volume tasks require time — one thing many hiring managers simply do not have. AI's capability in managing the technical aspects of your process allows talent acquisition teams to automate tasks that once needed to be performed manually.

One way to do so is through the use of **AI chatbots**. Recruitment chatbots can distinguish between unqualified and qualified candidates faster than a human recruiter can, allowing them to evaluate a larger talent pool in a fraction of the time. This allows your team to focus on developing relationships with interested candidates that possess the skills, traits, and experience necessary for the position.

Once it is time to reach out directly, hiring teams can use **scheduling software** — such as Calendly, Recruiterbox, or Paradox — to coordinate with candidates for video or in-person interviews. This makes it possible for them to simply choose the time that works best for them, minimizing back-and-forth conversations and saving time in the overall process.

When it comes time to manage the various applicants, an **Applicant Tracking System (ATS)** is best for keeping your team organized. Having one centralized system that can be accessed by all members of the team, including the client, streamlines each step of the recruitment process with consistent data and insights, clear communication, and internal coordination. The right ATS will also enable you to automatically search for critical talent for open positions, customize your workflows and provide built-in job posting — all of which significantly shortens the time to build a targeted candidate pool.

79% of employers that use an Applicant Tracking System (ATS) said that recruitment technology makes finding great talent easier than ever.

Source: [Career Builder](#)

Virtual Interviews

While not commonly used in the past, the rapid transition from in-person to virtual interviews has altered the hiring process — and it is one change that is likely here to stay. As more and more businesses have adopted it in their operations, the benefits of using virtual interviews are overshadowing the fears that initially hindered its widespread use.



Recorded Virtual Interviews

One method known as asynchronous interviews conveniently allows candidates to record their answers to a set of pre-established questions. Afterward, these recorded interviews can be assessed by the hiring team at a time that works best for their schedule. Software systems such as VidCruiter, SparkHire, Recruiter.com Video, and XOR Review offer recorded interview tools you can integrate into your hiring process.

Live Virtual Interviews

Another option is scheduling a live video interview on platforms such as Zoom, Teams, or GoogleMeet. With advanced, AI-powered video interviews, recruiters can use its face-scanning technology to better assess the candidate's tone of voice, body language, and expressions, plus keywords and phrases that reflect job experience, skills, and future performance.

Once you have attracted and narrowed down your initial search, virtual interviews are a timely and cost-effective way to start the conversation with the candidates you are most interested in. Although video interviews will never be able to completely replace in-person interactions, they do provide an added level of flexibility and convenience to the preliminary search.

By not flying the candidates to a location to interview, or having to wait on travel availability, you can hold meetings sooner and expedite the process. These reduced travel, meal, and lodging costs will directly lower your cost-per-hire and save time, for both the candidate and the employer.



Data Mining Technologies

The data collected over the years and across industries can generate powerful insights used to anticipate their future hiring needs. The key lies in having access to large amounts of relevant data as it will play an integral role in ensuring successful results across the board for your company. Using online datasets from resources such as Kaggle, Google Dataset Search, and Data.gov, give you access to information that will improve your decision-making throughout the search process.

For example, once you know the average time an executive stays in a certain position, it can help you determine when to start investing in recruitment for that position — be it internally or externally. Similarly, it can help you predict the right time to reach out and start building a relationship with passive candidates you may want to join your team.

Also, consider using reports and articles from top hiring companies such as Glassdoor, Indeed, and LinkedIn, to strengthen your research findings. Given their position in the industry as a whole, they will offer visibility into the hiring and recruitment landscape.

“We’re entering a new world in which data may be more important than software.”

- Tim O'Reilly, founder, O'Reilly Media

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LinkedIn

Social media is also leaving its mark on the digital era as being an effective method of direct communication. If used and executed effectively, a business' presence on social media can improve company awareness, strengthen brand identity, and increase networking opportunities — allowing you to naturally attract a pool of candidates that share a passion for the values you exemplify. On the other hand, by looking closely at a potential candidate's social media profiles, you can gauge the likelihood of a good fit within your workplace culture and values.

As the world's largest professional network, LinkedIn is excellent for attracting and engaging with qualified candidates, both organically and through paid advertising. Organizations can publish job posts and access targeted candidate pipelines. One of the most recent features on LinkedIn is the ability for hiring teams and recruiters to pose specific questions where candidates respond through video recordings, in addition to screening candidates based on established criteria such as detailed job experiences and specific technical knowledge.

The platform also offers products for recruiters, including software and access to real-time insights that help make data-driven decisions. When incorporated strategically in a recruitment and hiring initiative, LinkedIn can be a productive resource for your HR department.

68% of recruiting professionals say that the best way to improve recruiting performance over the next five years is by investing in new recruiting technology.

Source: [LinkedIn](#)

ZoomInfo

ZoomInfo is a go-to-market sales and marketing intelligence company that provides information on business professionals and companies to sales, marketing, and recruiting departments. Through machine learning and artificial intelligence, the platform can gather specific information from millions of sources in real-time — including a candidate's name, company, job title, location, and more.

By having access to their database, you can improve your understanding of your target audiences and begin networking with ideal candidates. The built-in tools allow you to build a robust hiring pipeline by sourcing and contacting experienced professionals in your industry, thus improving the results of your hiring efforts.

Benefits of Incorporating Technology in Recruitment

Technology by definition is developed to simplify tasks. With the power of cutting-edge technology at our fingertips, hiring managers and recruiters can reap the benefits of utilizing it in their departments. These advantages include:



Increases Productivity

Once automation is implemented, you may see up to a 20% increase in performance according to Ideal. This will allow your recruiters to focus on the candidates that are the best suited for the job, as well as more significant tasks, such as fostering relationships through networking and delivering on their hiring goals.



Reduce Time to Hire

One of the most significant benefits of incorporating AI technology and software in your process is that it cuts back on wasted time, which translates to a faster hiring process. According to Ideal, using AI-powered recruiting software can save you 23 hours of back and forth communication per hire without disrupting your workflow.



Reduces Hiring Bias

Using technology in hiring can help reduce some of the unconscious biases that shape decision-making. By programming your software to ignore demographic information from interested candidates and relying solely on data points, your department can make decisions that are based on their actual experiences and skills. Because AI can learn these human biases, it is vital to monitor and remove any patterns of potential biases in the software.



Nurture and Manage Candidates

Attracting the best fit for your organization can be attained if you invest in building trust with your top candidates from the very beginning of the process. Consistent and transparent communication is key when it comes to nurturing candidates through the hiring pipeline — and technology has diversified the method and speed at which recruiters can accomplish this.



Lowers Hiring Costs

Finding ways to lower costs is always beneficial to a business entity — and incorporating innovative technology in your hiring process will ultimately reduce your overall cost per hire. Technological resources can be used to cut advertising, candidate sourcing and screening, and travel costs, all while positively impacting your bottom line.

94% of recruiters and hiring professionals say that using recruitment software has positively impacted their hiring process.

Source: [Capterra's research](#)



The Future is Now: The Rise of Industry 5.0

Human oversight is always necessary to guarantee that the tools are functioning appropriately and are optimized for success — and while industry 4.0 is characterized by machinery and technology, **industry 5.0 will hone in on the relationship between technology and people.**

The future of the hiring process will prioritize this human-machine symbiosis in your organization's recruitment process.

Man and Machine: The Winning Combination

Technology is a powerful tool that recruiters can use to optimize their hiring process, yet it will never be able to completely replace the human ingenuity required for a comprehensive hiring decision. Nonetheless, when technology is used in conjunction with a premier executive search firm, it can unlock the potential of your hiring initiatives.

At Kinsley Sarn, we understand the importance of embracing the [new reality of talent assessment](#) as times change. Our team of former executives has adapted our recruitment methodology to incorporate the latest technological resources available, while still putting relationships at the center of everything we do — allowing us to better serve our clients.

Our years of experience working across various industries, combined with our customized approach to executive search, allows us to form meaningful and long-lasting connections with potential hires. If you would like to learn more about the technology we use at Kinsley Sarn and how our team can bridge the gap between man and machine, contact us directly by clicking the button below.

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