

TECH IN HR:

Trends for 2020

The Rise of Tech in HR

Human resources is an intensely person-based process – it's right there in the name. Yet companies have begun investing heavily in some of the biggest global tech trends. **Where will all this tech take us?**

In this eBook, you will learn:

- how technology is being used in human resources today;
- which technologies are changing hiring – and how they do it, and
- how to balance your tech tools with human wisdom.

HOW IS TECH USED IN HR?

HR departments have long embraced the office technology of the day, from typewriters and mimeographs to personal computers, fax machines and the internet.

Today's tech, however, behaves differently than these traditional business machines. Artificial intelligence, natural language processing and the tools they make possible can gather data and provide insights like never before.

HR tech can not only streamline hiring, it can also provide better onboarding and even improve employee engagement.

HERE'S HOW.

HR TECH IN THE REAL WORLD

Here's what the hiring process is set to look like in 2020:

Candidates upload their information to an AI-enabled applicant tracking system, which automatically scans for patterns in the candidates' information and compares it to patterns identified from analyzing every past employee at the company. The candidate also chats with a chatbot, answering prescreening questions and helping the system learn more.



The results of the analysis are sent to HR staff, along with the candidate's original information. Staff call for an interview, find their best new hire and bring them on board.



On their first day, the new hire works with an adaptive training program that helps them learn the onboarding material in the way that best suits their learning style. They engage with teams all over the world using augmented reality to perform many of the same tasks they could in a physical space.

Today's tech makes it possible, and by 2020, a process like this will be commonplace.

ARTIFICIAL INTELLIGENCE (AI)

Behind many of the advances in HR technology lies artificial intelligence, or programs that can adapt to the information provided in order to refine results, spot patterns and make predictions.

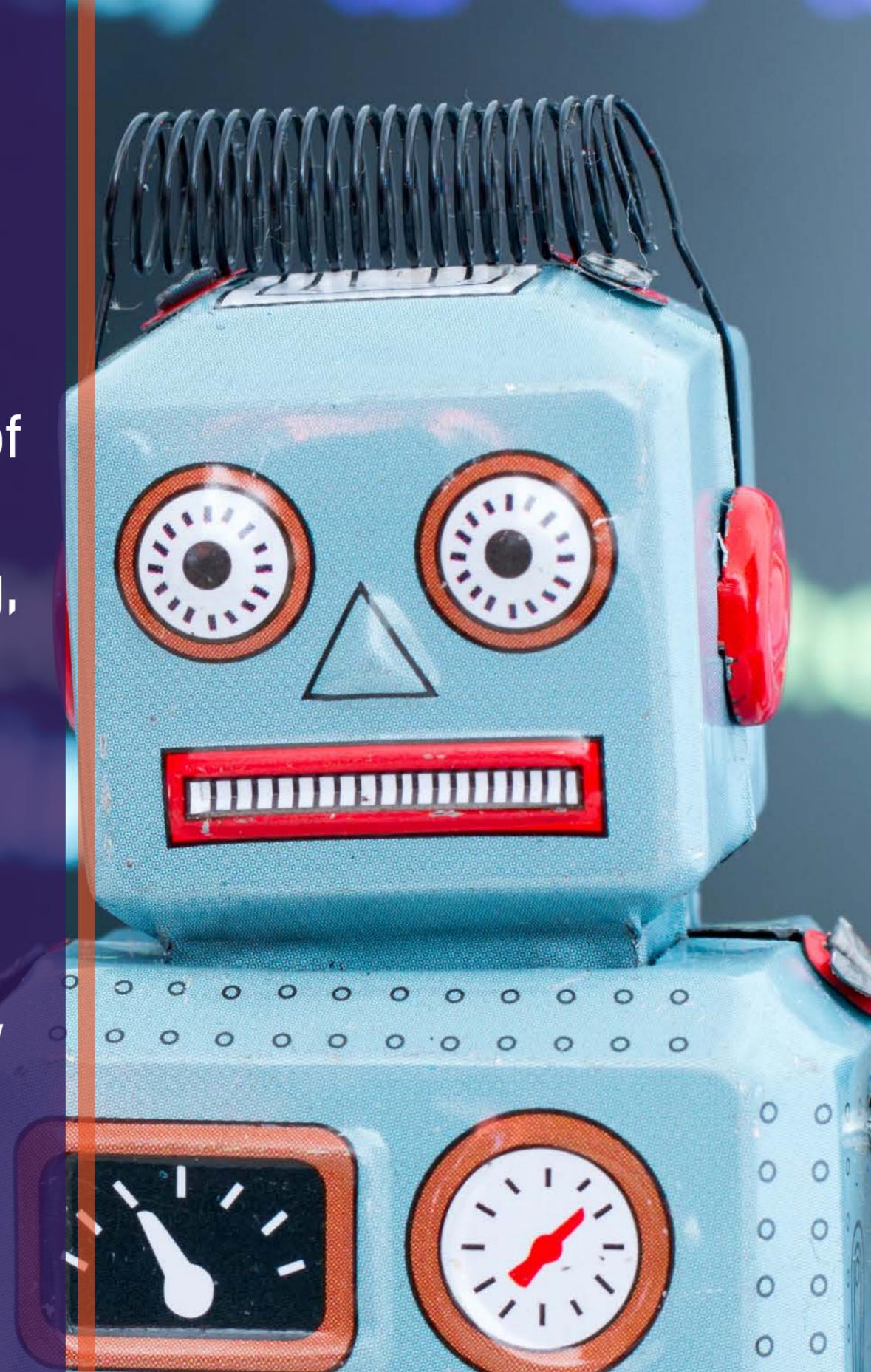
AI offers human resources teams the opportunity to reduce hiring bias, identify the core traits of top performers and even manage remote workers more effectively.



AI IN THE WORKPLACE

One powerful use of AI in hiring is through the use of chatbots in the hiring process. Artificial intelligence allows the chatbot to adapt to variations in phrasing, creating a more natural-feeling conversation.

The chatbot can hold a screening interview with applicants, collecting information and passing it to the hiring manager along with the application. From the candidate's perspective, the screening interview feels like a pleasant text chat; for the hiring manager, it saves time and generates data that is easy to compare across candidates.



ANALYTICS

AI in human resources is starting to specialize, with tools available solely for tasks like sourcing or screening. One feature many of these tools have in common, however, is the ability to analyze massive data sets.

While HR professionals and recruiters have long been attuned to patterns in personalities and skill sets among those they hire, AI-based analytics can examine all your company's hiring data in order to spot patterns. Which skills do your top performers have? What level of education really indicates success in a particular position? **Analytics can tell you.**

ANALYTICS IN HIRING

Human resources professionals have long sought to combat the effects of unconscious bias, which can damage a team's ability to employ diverse perspectives. Since this bias operates behind our conscious awareness, we can fall prey to it even while trying to fight it.

Analytics can help eliminate the risk of unconscious bias damaging results by focusing hiring managers' attention on facts and patterns. For instance, hiring managers may believe an outgoing personality is the best indicator of sales success – but if the data indicates your best salespeople are all quiet logicians, it provides a strong incentive to hire for that particular trait.

AUGMENTED/VIRTUAL REALITY (AR/VR)

While videoconferencing remains a staple of remote teams today, it's quickly being replaced by virtual reality and augmented reality (VR/AR) tools.

VR and AR allow their users to experience remote 3D spaces and even manipulate models, drawings or blueprints. The experience is digital, but it provides much of the same information and interactivity as a physical in-person experience.



AR/VR FOR HR PROFESSIONALS

The opportunities AR and VR provide in screening, training and onboarding have only begun to be explored. For instance, Boeing currently uses virtual reality simulations to train pilots, as well as an AR training for service engineers. These staff are able to learn the necessary skills without risking serious harm if they make a mistake.

For hiring, VR opens the doors to better candidate matches by allowing candidates to experience a “day in the life” of a particular job before deciding whether or not to accept an offer. For instance, the British Army’s VR experiences allow new recruits to experience certain tasks before choosing which they will specialize in.



NATURAL LANGUAGE PROCESSING (NLP)

Natural language processing (NLP) is the tool that allows computer software to understand colloquial languages. For instance, as natural language processing has become more refined over the past two decades, it's made it possible to perform web searches by typing the same question you'd ask someone, instead of using computer logic to frame the query.

NATURAL LANGUAGE PROCESSING IN HIRING

Chatbots are one of the biggest applications of NLP in hiring, but they're not the only option. Applicant Tracking Systems (ATS) are beginning to employ NLP as well.

Previous generations of ATS systems were known to have certain limitations, like the tendency to exclude qualified resumes if the resume didn't use the exact same language found in the job posting. With NLP, these systems are better able to parse resume language, spotting synonyms that communicate the candidate's qualifications for the job even if they didn't parrot the job posting.

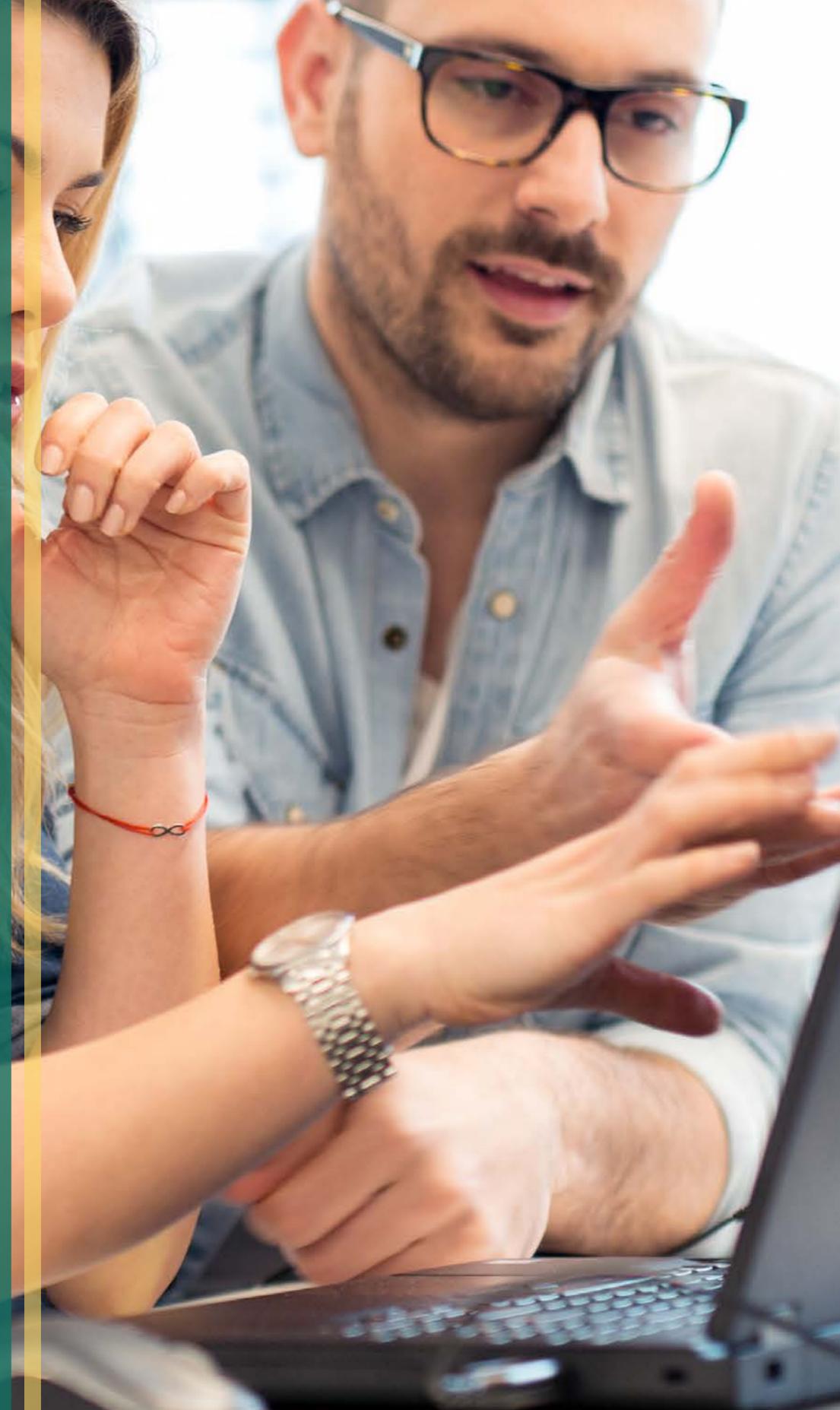
TRAINING AND ONBOARDING

To date, human resources departments have focused on using technology to improve their candidate screening processes and remove bias.

In 2020, however, these tools will play a key role in training and onboarding as well.

BETTER TRAINING AND ONBOARDING THROUGH TECHNOLOGY

When AI is integrated into onboarding and learning management systems, training can be tailored to each new hire's specific needs. Knowledge the trainee has mastered can be set aside, and the system can focus on providing new information or drilling weak concepts. Those who complete training or onboarding have a better understanding of the information they need to do their jobs and connect with their company's culture.



REMOTE WORK

Remote work is one of the earliest and most well-known applications for workplace technology. For HR teams, new tech tools make it easier to keep track of remote workers and maintain their engagement with the team, as well.

Tools that are readily available today include:

- Just-in-time training platforms
- Online collaboration solutions
- Web-based performance management systems, which can evaluate employees based on their performance, not their hours
- Online recognition platforms



REMOTE WORK IN THE REAL WORLD

GrooveHQ founder Alex Turnbull describes a phase in GrooveHQ's growth where its workers were "there, but not always present." Workdays often featured a room full of people with their earbuds in, focused on their own task.

Turnbull realized that his workers didn't need to be physically present to achieve. Eliminating the overhead of a physical building would help the company's bottom line. But he needed to keep staff engaged.

Tech tools like virtual meetings, combined with in-person get-togethers when needed, helped GrooveHQ improve engagement and deliver results while maintaining a 100 percent remote workforce.

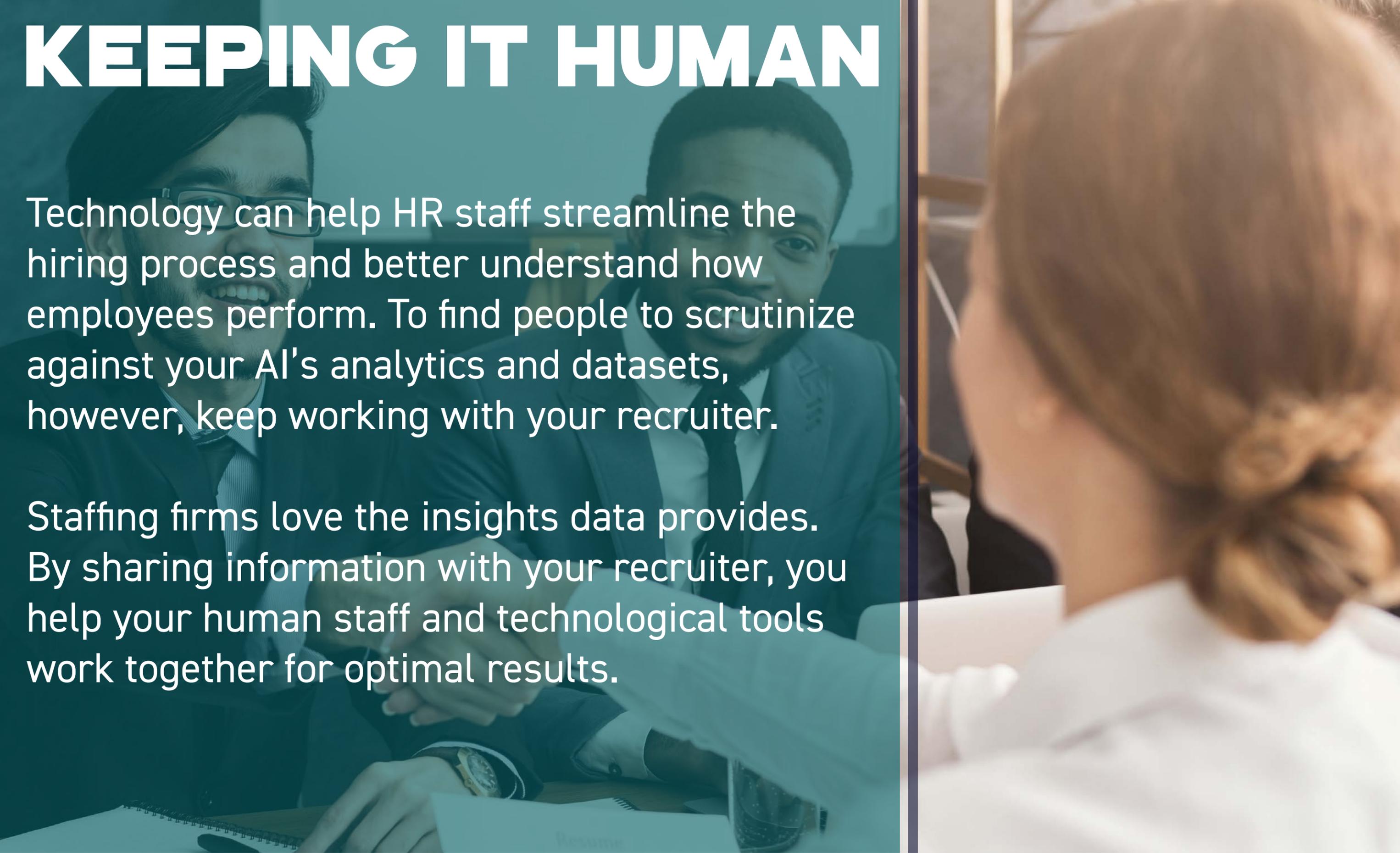
IS TECH THE ANSWER?

While these new HR technologies offer exciting opportunities, they aren't a one-size-fits-all answer to every hiring problem.

First, humans are unpredictable. While technology gets better at spotting patterns and analyzing data, it still won't predict every candidate's performance or cultural fit.

Second, technology is a tool. Companies that embrace it will benefit most when they set specific goals, such as reducing turnover by 10 percent, and then choose the tools that will best address the challenges presented in order to reach that goal.

KEEPING IT HUMAN



Technology can help HR staff streamline the hiring process and better understand how employees perform. To find people to scrutinize against your AI's analytics and datasets, however, keep working with your recruiter.

Staffing firms love the insights data provides. By sharing information with your recruiter, you help your human staff and technological tools work together for optimal results.