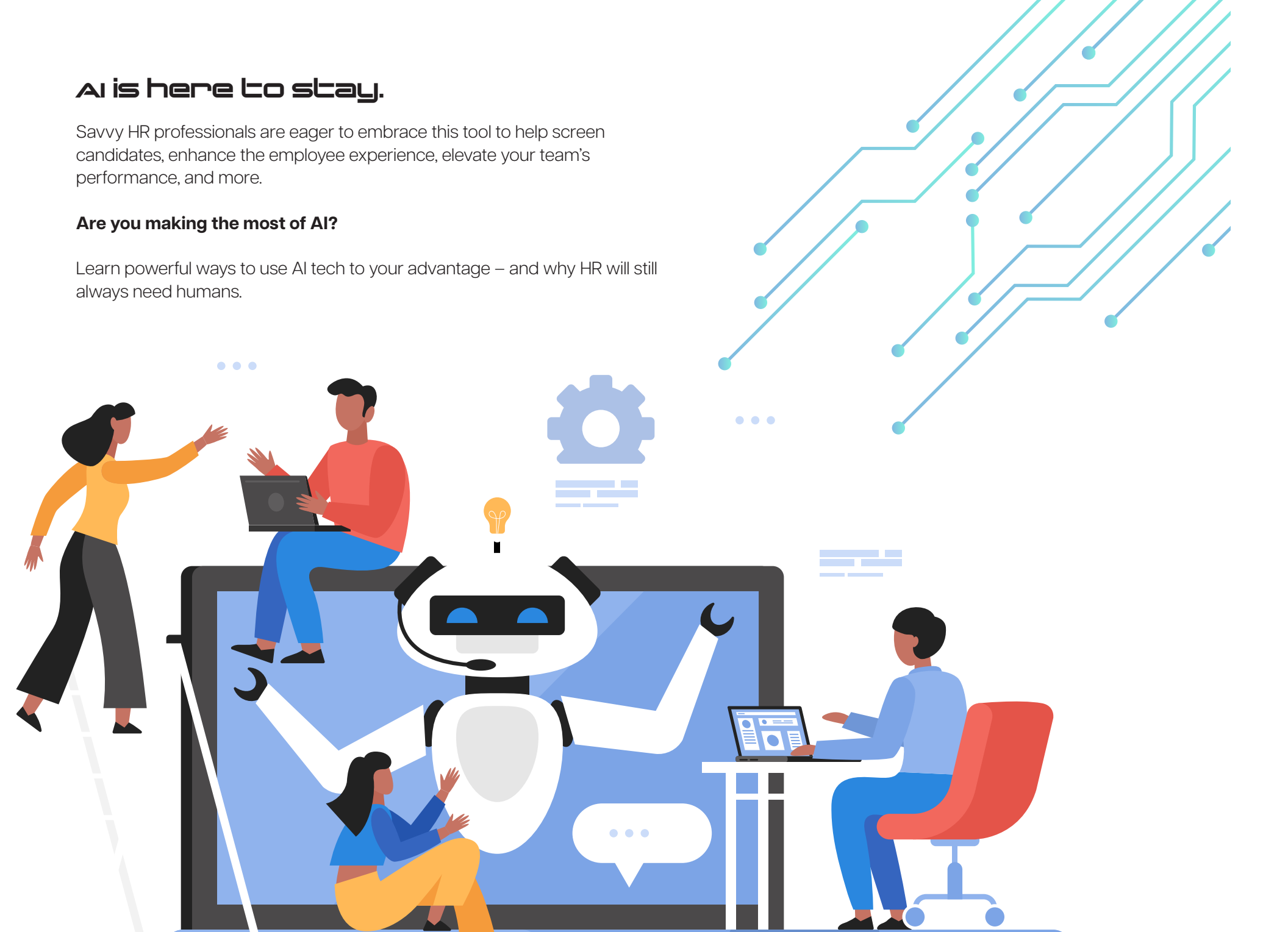# Befriending Bots:

Leveraging AI to Maximize Your Value in HR

AI is here to stay.

Savvy HR professionals are eager to embrace this tool to help screen candidates, enhance the employee experience, elevate your team's performance, and more.

Are you making the most of AI?

Learn powerful ways to use AI tech to your advantage – and why HR will still always need humans.

what exactly is AI?

Artificial Intelligence (AI) is a technology that uses algorithms and machine learning to perform tasks usually done by humans.

How Can AI Be Used in HR?

AI can automate repetitive tasks, improve decision-making processes, and enhance employee experience. The primary types of AI with practical HR applications include natural language processing (NLP), machine learning, and robotics process automation (RPA).

Let's look at the AI technology that makes your life a little bit easier.

what is the technology behind AI?

AI is a rapidly evolving technology with the potential to transform the way businesses operate. It relies on algorithms and machine learning to enable machines to mimic human intelligence and decision-making capabilities. These are some of the key technologies that power AI as they apply to human resources.

Natural Language Processing (NLP)

This technology enables computers to understand and analyze human language, making it useful in:

- Recruitment
- Employee engagement
- Performance management

Machine Learning

This type of AI allows systems to automatically learn and improve from experience, which can help:

- Predict employee turnover
- Analyze resumes
- Identify high-potential candidates

Robotics Process Automation (RPA)

RPA uses software robots to automate repetitive, manual tasks, such as:

- Data entry
- Scheduling
- Payroll processing

(Picture a macro – but supersized.)

With the help of artificial intelligence (AI), HR departments can become even more effective at managing their workforce and improving overall company performance.

What makes AI an HR professional's new best friend?

AI can help you improve efficiency and accuracy, reduce costs, and improve the employee experience. Automating repetitive tasks such as scheduling and payroll processing can save HR professionals valuable time, enabling them to focus on other objectives.

AI can help HR succeed in the following ways:

- **Improve recruitment:** AI can help identify top talent, automate candidate screening and shortlisting, and even conduct initial interviews.

- **Enhance employee engagement:** By analyzing employee feedback and sentiment, AI can help identify areas for improvement and implement personalized training and development programs.

- **Streamline onboarding:** AI can provide real-time support and guidance to reduce the workload on HR team members and ensure that new employees have access to the resources they need to be successful.

- **Simplify training:** AI can give employees instant access to training materials and automate administrative tasks like scheduling training sessions and creating personalized training plans for employees based on their specific needs and skill sets.

- **Manage performance:** AI gives managers insights into employee performance to conduct evaluations, anticipate employee questions and identify training needs. It can even set up alerts for the HR team and individual managers.

- **Ensure compliance:** AI can provide up-to-date information on employment laws, payroll and tax regulations, and health and safety protocols. It can also help HR departments track and monitor employee compliance with HR policies, such as attendance, leave requests, and work hours.
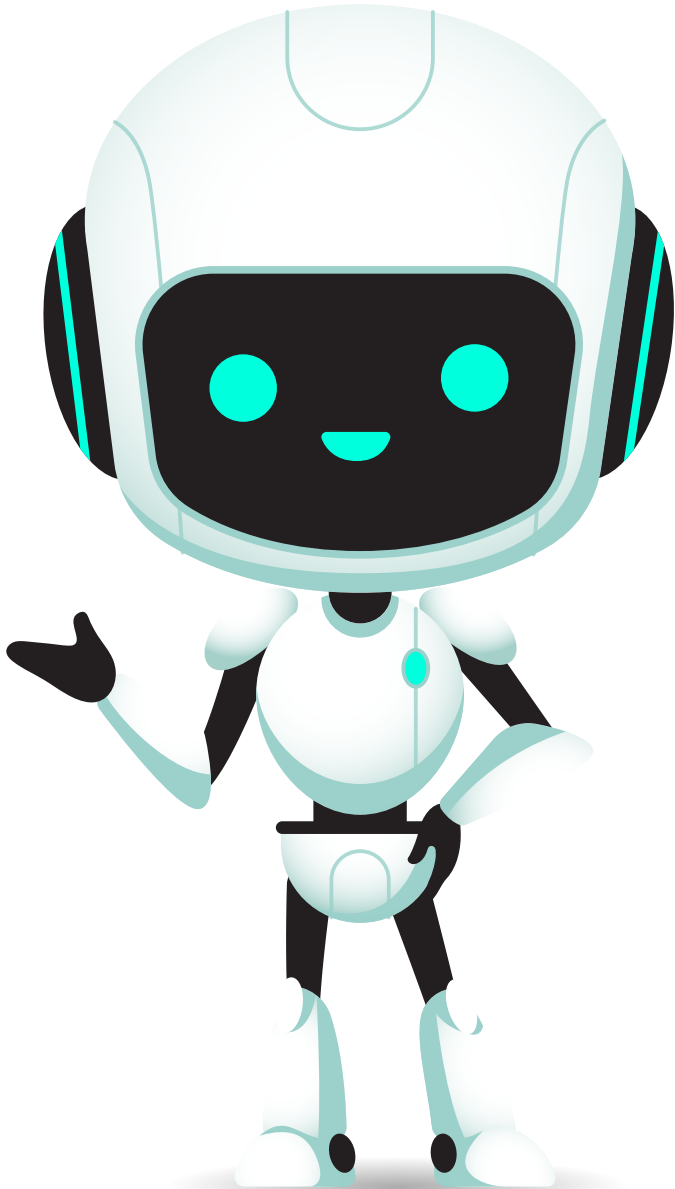
AI can assist with recruitment and talent management

Recruiting and retaining top talent is essential for any organization's success. Traditional recruitment processes can be time-consuming and often fail to identify the best candidates.

But by using AI in candidate sourcing and screening, HR departments can increase the efficiency and effectiveness of their recruitment processes.

Benefits of using AI in recruitment processes include:

- **Efficient initial screening:** AI can scan resumes to identify top candidates based on specific criteria, like job experience and skills.

- **Enhanced candidate experience:** AI-powered chatbots can guide candidates throughout the application process, answering questions and providing feedback 24/7/365.

- **Improved candidate quality:** AI can help identify the most qualified candidates based on job requirements, leading to a higher quality candidate pool.

- **Faster hiring:** Automating parts of the recruitment process can reduce the time it takes to hire a new employee.

- **Know when to hire:** AI can analyze previous hiring results to predict the best time to recruit based on level of demand and competition for talent.

- **Reduced bias:** AI can help eliminate bias in recruitment by focusing solely on job qualifications and removing unconscious biases.

- **Predict new hire success:** By looking at data on promotion and retention, AI can help you anticipate whether a candidate is likely to be a good long-term prospect.

AI can streamline routine and repetitive tasks like screening resumes and scheduling interviews, freeing your time to focus on strategy and goals.
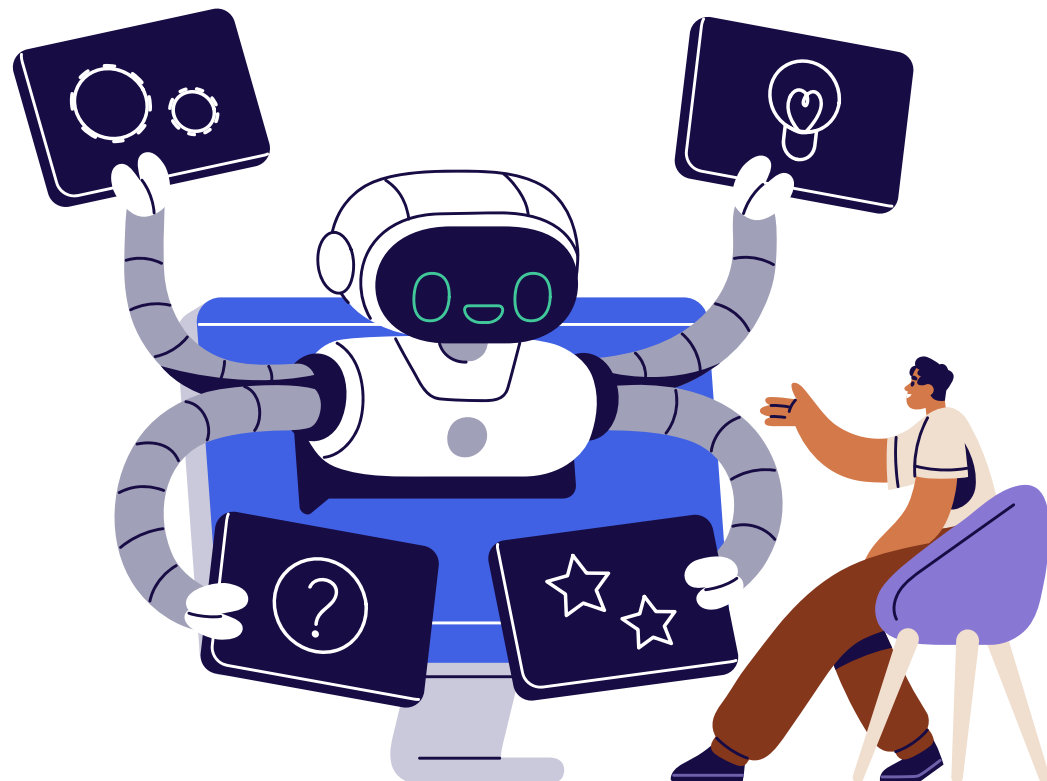
AI can improve employee engagement, productivity and retention

Use AI to analyze employee feedback from surveys, social media, and other sources to identify common issues or areas for improvement. It can guide data-driven decisions on changes to make to ensure employees are performing at their best and not seeking greener pastures.

Used thoughtfully, AI can provide the resources you need to foster a more satisfied and productive workforce, lower turnover rates, and greater business success.

Benefits of using AI in the employee experience include:

- **Predicting behavior:** Anticipate employee behavior with a high degree of accuracy, such as the likelihood of turnover. With this information, you can put a plan in place to retain top talent and ensure your workplace is an environment where employees thrive.

- **Increased engagement:** By addressing employee concerns, you can improve job satisfaction and make employees feel like part of the team. AI is available 24/7 to answer basic questions on policies and procedures so they can self-direct training. Questions that cannot be addressed via chatbot can be escalated.

- **Improved productivity:** AI-powered tools can help employees stay focused and on track by providing real-feedback and goal tracking.

- **Enhanced employee experience:** Personalized support and development can create more positive employee experience and improve retention

- **Professional Development:** AI-powered learning platforms can recommend personalized training development programs for employees based on interests, goals, and anticipated career path.

# AI can Analyze Data to Predict Workforce Trends

Predictive modeling can analyze large amounts of data and identify patterns to forecast attrition rates, identify high-potential employees, and plan for future workforce needs. If information is power, AI is your ally in making data-driven decisions that will drive your company's growth and success.

Benefits of using AI in HR analytics and predictive modeling include:

- **Avoiding talent shortages:** By analyzing past trends and patterns, AI can help you anticipate talent shortages or surpluses, allowing you to take steps to address them.

- **Improving accuracy:** AI can analyze large amounts of data quickly and accurately, taking the guesswork out of hiring, training and retention.

- **Informed decision-making:** Accurate information can empower HR departments to plan more accurately by making data-based decisions.

Increasing efficiency: Analyzing employee input takes time. Automating parts of the process yields quicker results while freeing you to focus on other priorities.
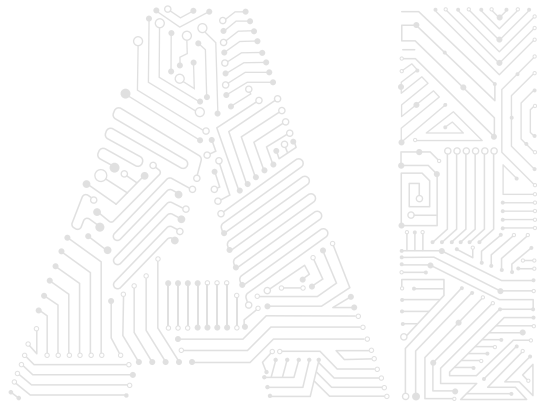
AI in HR: challenges and considerations

While embracing AI's potential benefits, HR professionals must be aware of the challenges and considerations involved. Carefully evaluate AI tools and vendors to leverage the power of AI to improve operations and achieve workforce goals.

Consider the following AI Musts for HR departments:

- Choose reliable and trustworthy vendors and platforms.
- Ensure AI tools are compliant, effective and accurate.
- Use AI ethically and responsibly.
- Be transparent about how AI is being used.
- Prioritize the potential impact of AI on employee privacy and security.
- Ensure employee data is used responsibly and kept secure.
- Inform employees how their data will be used.
- Never use AI to include or exclude certain groups of employees or candidates.

HR professionals should consider their organization's needs and choose tools tailored to their requirements. Creating policies and procedures regarding AI usage can help ensure it is used ethically and responsibly.
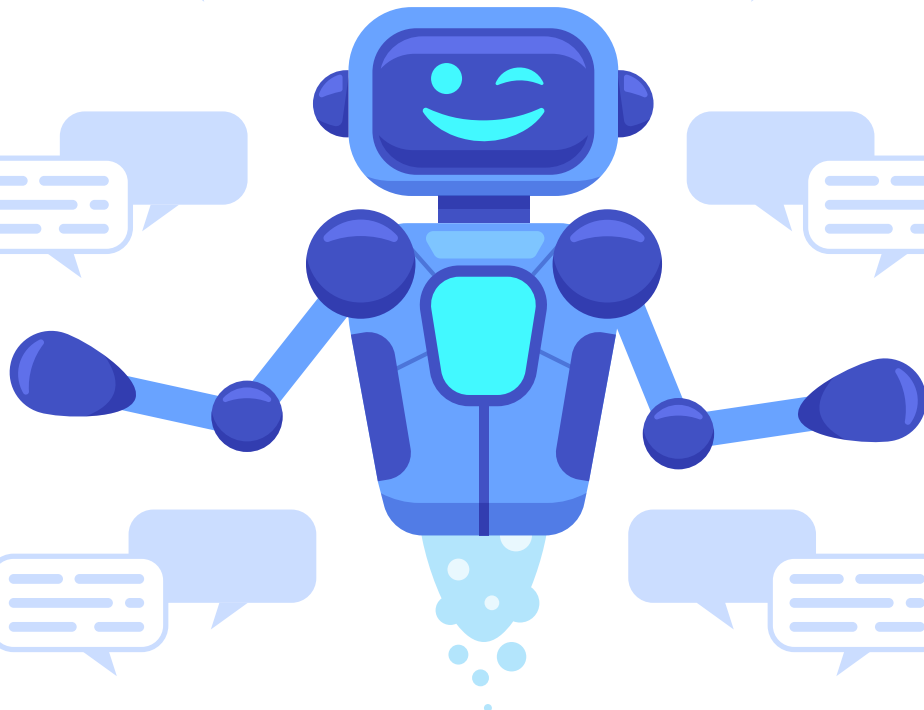
# AI is a valuable tool, but HR will always need humans

While AI has the potential to improve and automate many tasks, HR involves many complex human interactions that require empathy, diplomacy and an understanding of human nature.

Interviews and Hiring Decisions Can't Be Delegated To AI

For example, while AI can help with candidate screening and sourcing, humans must conduct interviews and make final hiring decisions. Humans can bring insights to the hiring process that AI may not be able to replicate.

AI Can Provide Performance Data, but Managers Must Interpret and Share It

Feedback and coaching require a personal touch. Humans can understand each employee's unique needs and motivations and support their growth and development.
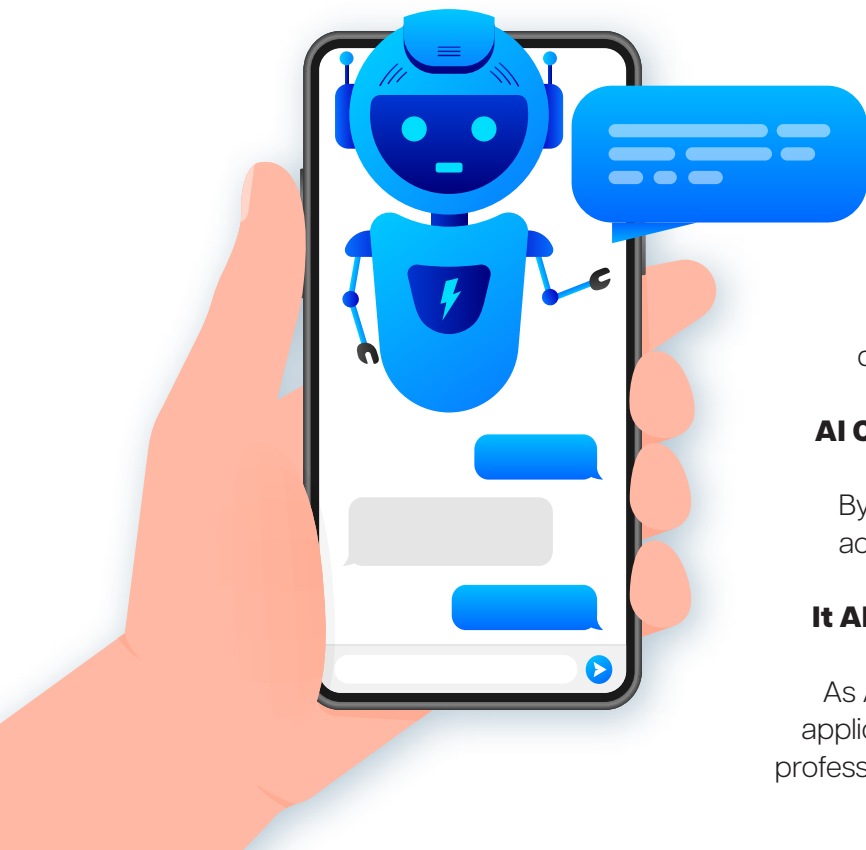
AI Doesn't Understand Sensitive and Confidential Matters

Issues like employee grievances, legal compliance, and workplace conflicts require human expertise and discretion to handle effectively.

People Must Provide Nuance and Critical Thinking

Humans can bring critical thinking skills and a deep understanding of organizational culture and context to data-based predictions to enhance the decision-making process.

AI Can Augment and Enhance HR Operations

By combining the strengths of both AI and human expertise, organizations can achieve the best possible outcomes for their workforce.

It Always Comes Back to Human Interaction

As AI technology continues to evolve, we can expect to see even more innovative applications of AI in HR. By staying up to date with the latest advancements in AI, HR professionals can continue to improve their operations and achieve their workforce goals.

AI and HR working together bring optimal results

AI has a significant role in HR in 2023, transforming various aspects of the hiring process, employee engagement, and performance management. Many experts believe AI will ultimately help HR teams become more efficient and effective.

What Do People Have That AI Does Not (Yet)?

- **Emotion and empathy:** Emotional intelligence is required to understand and relate to employees, which machines can't replicate.

- **Ability to make complex decisions:** HR decisions require human judgment to weigh multiple legal, ethical, and cultural implications. AI can assist but not replace humans.

- **Understanding of legal nuance:** HR ensures compliance with employment laws. And while technology can help with specific tasks, human oversight and expertise are still necessary.

- **Communication and collaboration skills:** HR acts as an intermediary between employees and management, requiring human skills such as effective communication, negotiation and collaboration.

How Staffing Agencies Combine Cutting-Edge Technology with a Human Touch

Staffing agencies leverage human expertise and thoughtfully chosen technology to improve the value and success of HR professionals.

Here are some ways they do this:

- **Human expertise:** Recruiters with extensive industry experience can offer hiring managers valuable insights, including industry trends, salary benchmarks, and candidate availability. This expertise can help HR professionals hire more successfully.

- **Networking:** Staffing agencies have extensive networks of candidates and employers. HR professionals can leverage these networks to find top talent and identify job opportunities.

- **Applicant Tracking Systems (ATS):** An ATS can streamline recruitment by automating repetitive tasks, including resume screening and interview scheduling. HR professionals will have more time to focus on priorities like candidate engagement and talent management.

- **AI-powered tools:** AI-powered tools can analyze resumes, job descriptions, and other data points to identify the best candidates for a job. Staffing agencies use these tools to help HR professionals save time and make more objective hiring decisions.

AI and a trusted staffing partner can maximize the effectiveness of HR

By leveraging the resources offered by AI technology and staffing agencies, HR professionals can streamline their recruitment processes, make more informed hiring decisions, and stay up to date on the latest industry trends.

Contact your staffing partner today for more advice on how you can leverage AI to be more effective and successful on the job.