

THE **IMPACT OF**

**AI**

ON THE  
**CANDIDATE EXPERIENCE**

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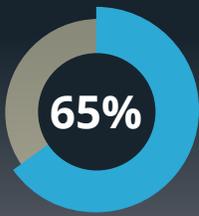




## INTRODUCTION

Candidate experience is a competitive differentiator regardless of hiring activity. It is the metric that defines whether individuals feel respected, valued, and treated fairly throughout the recruitment process. It impacts the brand, and in the long-term, motivates individuals to apply again, refer peers, or accept an offer. Each interaction between a candidate and a company has the potential to create a lasting impression and drive business outcomes. The candidate experience directly impacts customer experience, especially in industries with frontline workers. And even when they do not get the job, candidates deserve an experience that is not just transparent and fair, but also inclusive of feedback.

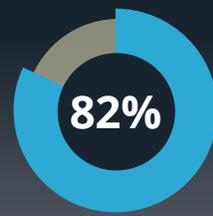
Measuring the candidate experience is not a new concept. Talent acquisition has been hyper focused on the candidate journey for the last decade, but companies still struggle to get it right. One of the greatest obstacles to improving the candidate experience is, ironically, human interaction (or the lack thereof). Time and resource constraints prevent recruiters and managers from evaluating every resume, conducting extensive interviews, or providing comprehensive feedback and transparency to each candidate. As a result, most candidates encounter a disconnected experience that is not inclusive or fair. The entire talent acquisition process takes too long for most companies. Candidates are waiting for a response that they never receive and recruiting teams do not have the time to follow-up or communicate with each candidate. According to this study:



65%  
of candidates have not received consistent communication through the process.



1-in-3  
recruiters are feeling burned out this year.

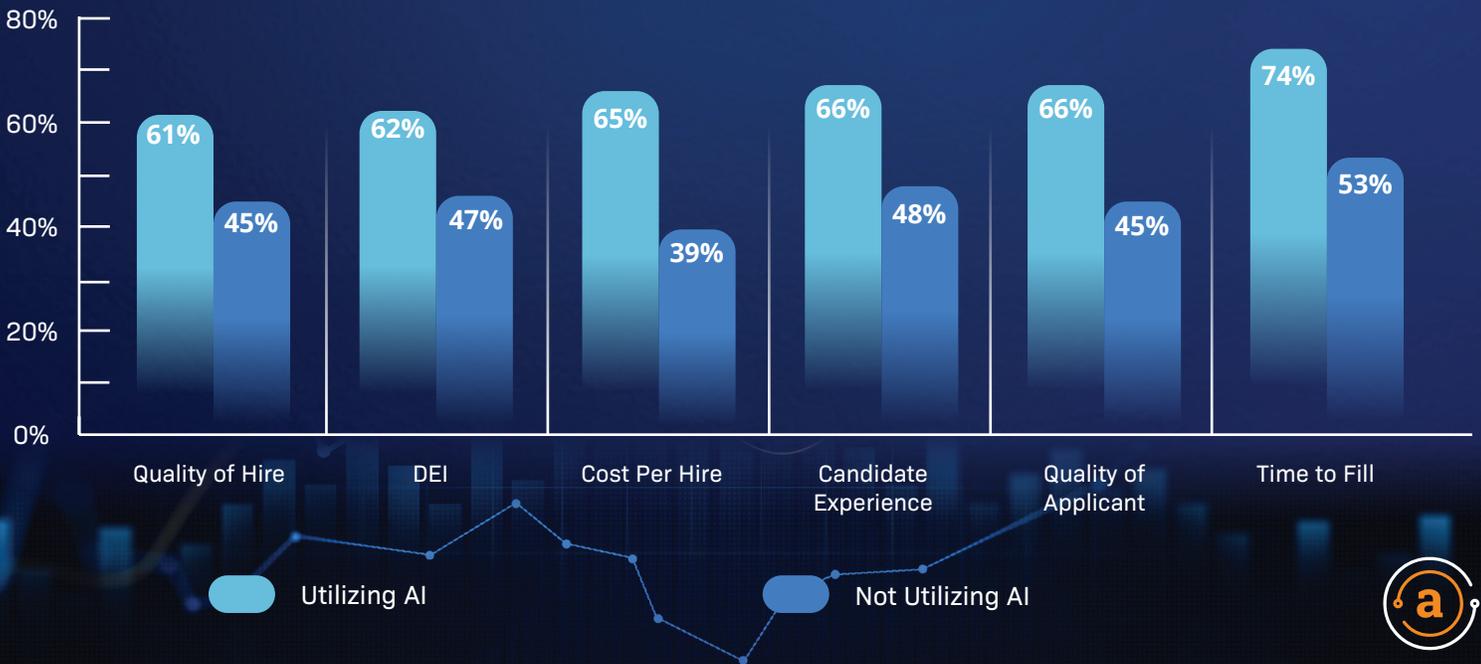


82%  
of candidates do not trust the recruitment process.

Almost every company is prioritizing the candidate experience, but few are really moving the needle. The good news is that recent advances in AI can significantly improve the candidate experience providing more consistency and better communication. Many companies hesitate to introduce AI into their processes due to fears that it will adversely affect the candidate experience. Many employers fear that AI will introduce bias or impact the level of communication with candidates. However, Aptitude Research's findings present a contrast to this view. **Half of the candidates surveyed express a willingness to embrace AI in the recruitment process, with a significant 62% believing it would make the process more human.**

According to Aptitude Research, companies that use AI are more likely to improve not only the candidate experience but DEI, quality of hire, efficiency, and cost (see Figure 1).

Figure 1: The Impact of AI on TA Metrics



Organizations can offer candidates fair and equitable opportunities while enhancing transparency through auditable records and allowing meaningful communication. Also, AI has the potential to significantly impact speed by moving candidates through the process more efficiently. But not all AI is the same. The challenge is that many companies struggle to understand how AI is being used, what types of AI to consider, and what candidates are hoping to get from it.

The goal of this report is twofold. First, it offers a closer look at the candidate experience and secondly, it highlights the pivotal role AI plays in improving that experience by driving fairness, transparency, and greater humanity.

**Quantitative Research:**

358 responses for Talent Acquisition and HR Director Level and above

**Company Sizes:**

18% (250-999), 22% (1,000-4,999)

28% (5,000-9,999), 32% (10,000+)

**Qualitative Research:**

Interviews with over 25 Learning and HR leaders in 2023 and 2024



# PART 1:

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## UNDERSTANDING WHAT CANDIDATES WANT



Every candidate deserves a fair, transparent, and human experience. Candidates want to know that they are being considered for a role, have the same opportunities offered to peers, and they want to receive feedback on where they stand in the process. At a very basic level, candidates want to be treated with humanity. Companies can achieve this by automating tedious processes to make things faster, simpler, and more efficient. The faster processes make candidates happier and reduce drop-off. The time savings allows hiring teams to invest more energy into person to person interactions. Unfortunately, bias and inconsistent processes have negatively impacted the candidate experience and, ultimately, the overall employer brand. Aptitude Research found that:

- ◆ **1 in 2 companies** state that they have not made any improvements on the candidate experience this year.
- ◆ **Only 1 in 4 candidates** are satisfied or very satisfied with the talent acquisition process.

Improving the candidate experience is a strategic priority for talent acquisition leaders. When asked to identify top priorities, 48% of companies stated improving the candidate experience.

**Figure 2:** Top Talent Acquisition Priorities



Candidate experience is a priority for companies across a wide range of industries and company sizes, but many companies still struggle to see results or understand the ROI of the candidate experience. It is challenging to define and measure. For companies looking to make improvements, they must understand what candidates want and how candidates would define an exceptional experience.



## Starting with the **Recruiter Experience**

Companies understand how important the candidate experience is, but most recruiters do not have the time to engage with talent in a meaningful and consistent way. And recruiters are facing new pressure on their time and limited resources. Several factors make it challenging for recruiters to prioritize the candidate experience:

- Rely solely on resumes for candidate data**
- Fail to reduce and interrupt bias early in the talent acquisition process**
- Lack of time to consistently communicate with every candidate**
- Fail to create a standardized process for every candidate**
- Provide the same feedback and messaging to every candidate**
- Ignore candidates once they are rejected.**

Improving the candidate experience starts with improving the employer experience. If recruiters do not feel motivated and supported in their roles, candidates will never have a positive impression of an employer. And ultimately the employer brand will suffer, the company will lose quality candidates, and there will be a negative impact on the business. Companies are more likely to achieve their business goals with a positive experience. Aptitude Research found that companies with positive candidate experiences were:



**MORE LIKELY**  
to improve NPS score  
(Net Promoter Scores)



**MORE LIKELY**  
to improve  
employee retention



**MORE LIKELY**  
to improve employee  
performance

But the reality is that most companies are not clear about where to begin. According to Aptitude Research, one in four companies are confused by what the candidate experience means at their organization and less than 50% of companies even measure the recruiter experience. Experience is more than a gut feeling. It is a shared, connected activity that drives value for the employer and candidates. Companies face the following challenges with candidate experience today:

### **CHALLENGE 1** Email is Not Enough:

Companies are leveraging a variety of tools and multimedia resources to better communicate with candidates, and yet 73% of companies still state that email is the primary form of communication.

### **CHALLENGE 2** Communication is Important Across the Entire Candidate Lifecycle:

Communication is not an isolated activity and needs to integrate with existing recruitment strategies so that it is frequent and consistent.

### **CHALLENGE 3** Existing Technology Lacks Engagement:

HR systems and ATS systems were designed to be tactical and not focused on the candidate experience. These systems do not consider the different perspectives and expectations of candidates.

# Defining the Candidate Experience

Defining the candidate experience is an important first step to getting it right. It serves as the foundation upon which organizations build their reputation, establish trust, and attract top talent. By delineating the candidate experience, organizations can ensure consistency in interactions, align processes with their values, and prioritize areas for improvement. Moreover, a well-defined candidate experience enables organizations to empathize with candidates, understand their needs, and tailor recruitment efforts to meet those expectations. Ultimately, a clear definition of the candidate experience not only enhances recruitment outcomes, but also fosters positive employer branding and long-term relationships with candidates, reinforcing the organization's position as an employer of choice.

We identified four pillars to a positive candidate experience: communication, transparency, fairness, and speed.



## Communication:

Communication should be consistent across the hiring process, from pre-application to onboarding. Companies can use a mix of automated tools and human interaction to improve the way they attract and engage talent.

**Business Impact:** If communication with a candidate is strong, it reflects positively on the employer brand and impacts on the customer experience.



## Transparency:

The more transparent and accountable employers are with candidates about where they are at in the process, the better their experience will be and the more they will trust an employer.

**Business Impact:** If a company provides transparency, candidates are more likely to stay engaged and employers are less likely to lose quality talent.



## Fairness:

Candidates that are accepted and rejected should leave feeling like they were treated fairly and equitable in the decision-making process.

**Business Impact:** If companies provide a fair, equitable and inclusive experience, they are more likely to improve diverse hiring efforts.



## Speed:

The most valuable commodity for a person is their time. Valuing a candidate's time is the ultimate way to improve candidate satisfaction.

**Business Impact:** If companies improve speed, candidates are able to move along faster in the process and can stay engaged before looking for other opportunities.

Every candidate wants a job offer. But if they do not secure the job, companies must ensure that they are given a human experience that is rooted in communication, transparency, and fairness.

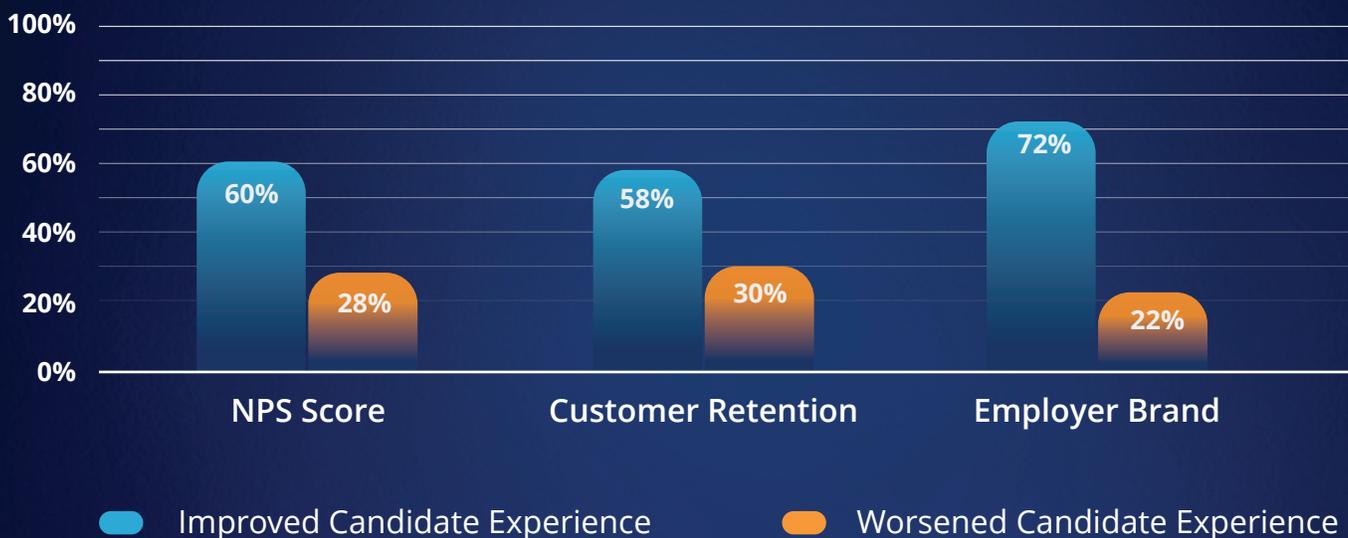
## Measuring the **ROI of a Positive Experience**

Aptitude Research found that companies that focus on the candidate experience achieve better business results including greater performance, retention, and revenue per employee.

- **Retention:** Companies that improved the employee experience were three times more likely to improve first year retention.
- **Performance:** Companies that improve performance were twice as likely to improve employee performance.
- **Brand:** A poor candidate experience also impacts brand and customer retention. Candidates share their experiences with their inner circles (i.e., significant others, close friends, colleagues, peers, etc.) and a negative experience directly impacts business performance.

Organizations that have improved the candidate experience over the past year have seen improvements to NPS scores, customer retention, and employer brand (see Figure 3). Companies that provide a more engaging and human experience are able to see a direct impact on business performance.

**Figure 3:** Impact of a Positive Experience



But companies can not achieve a positive candidate experience without help from AI. Without it, recruiters and managers do not have enough time or resources to ensure that every candidate is given a human and fair experience. The following pages of this report will explore how advances in AI and a shift in mindset helps companies improve the candidate experience.

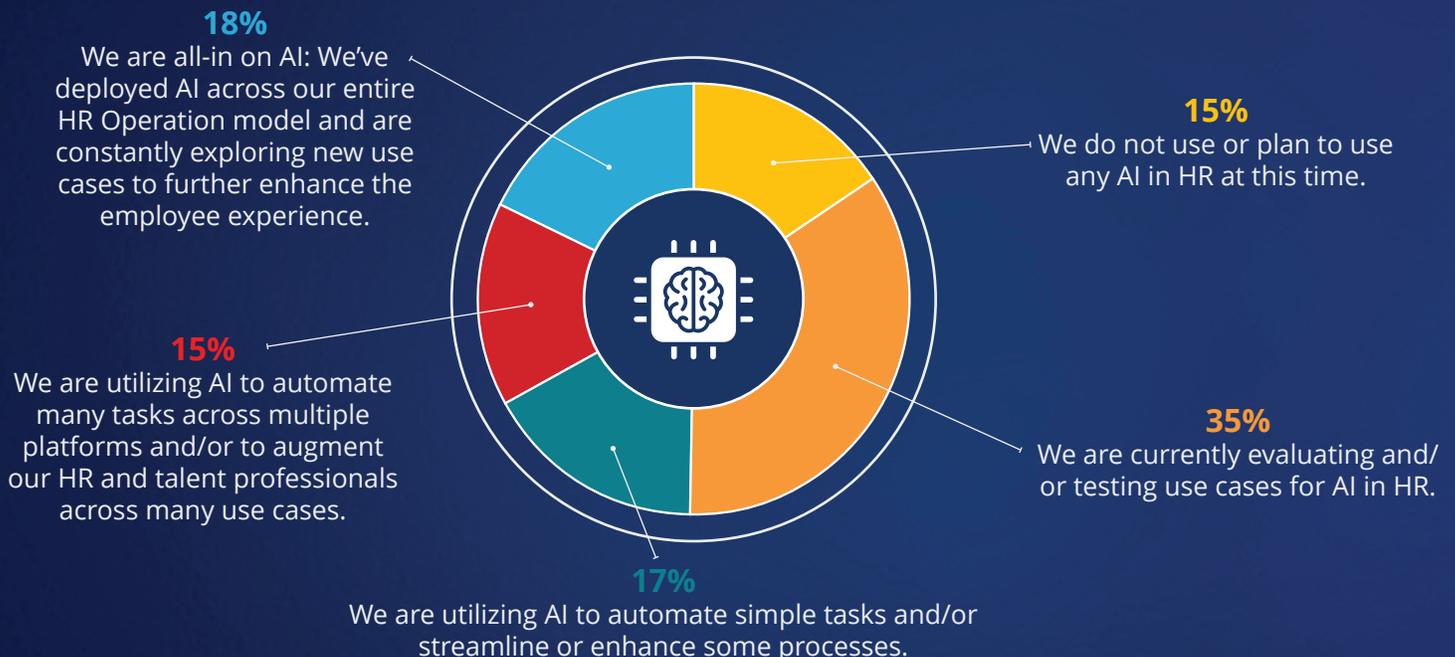
## PART 2:

# THE IMPACT OF AI ON THE CANDIDATE EXPERIENCE

Companies are maturing in their investment in AI this year. Companies are excited by the thought of “buying AI” but they are still confused about where to start, what AI can do to improve talent acquisition, and how it impacts experience. AI plays a pivotal role in reshaping the candidate experience, improving how organizations engage with talent. According to Aptitude Research, 69% of companies are increasing their investment in AI for talent acquisition. Leveraging its capacity to process vast datasets swiftly and effectively, AI helps organizations with invaluable insights for giving candidates what they need including faster communication, transparency, and fairness.

Companies are at different stages of their AI adoption in talent acquisition (see Figure 4). Eighteen percent (18%) of companies have deployed AI across their entire HR operating model, while 17% are using AI to automate simple tasks and 15% are using AI to streamline many tasks across platforms. Regardless of where companies are in their AI journey, they must determine what candidates want from AI and how it can be used to enhance their experience.

**Figure 4:** AI Adoption in HR



AI does not take away the human element of talent acquisition. It actually has the potential to enhance it. It learns more about candidate behavior, provides recommendations, increases personalized communication, and offers consistent communication. AI can help companies better connect with candidates, target the right talent, match the right candidates to jobs, and make decisions on talent that will predict performance.

Furthermore, conversational AI and generative AI technologies offer instant responses to inquiries, streamline onboarding procedures, and provide continuous support throughout the candidate lifecycle in real-time. By analyzing candidate behavior, offering tailored recommendations, and ensuring consistent communication, AI enables companies to build deeper connections with candidates, target the most suitable talent, and make informed decisions that anticipate future performance.

But not all AI is the same and companies must carefully consider how and when they are using it. Most importantly, AI should support human decision-making not replace it. AI is great at handling binary, fact-based decisions at scale. But humans should be making all critical decisions around hiring. Aptitude Research's findings reveal that while AI augments various facets of talent acquisition, humans still play a pivotal role in making critical talent decisions. In fact, for 80% of companies, human judgment remains central, with nearly a third utilizing a combination of human and AI across different aspects of talent acquisition. Also, one in three companies perceive AI as a catalyst for infusing greater humanity into the talent acquisition process, ultimately enhancing the efficacy of talent professionals in navigating today's evolving recruitment landscape. One in two candidates believe the process has the power to make AI more human.



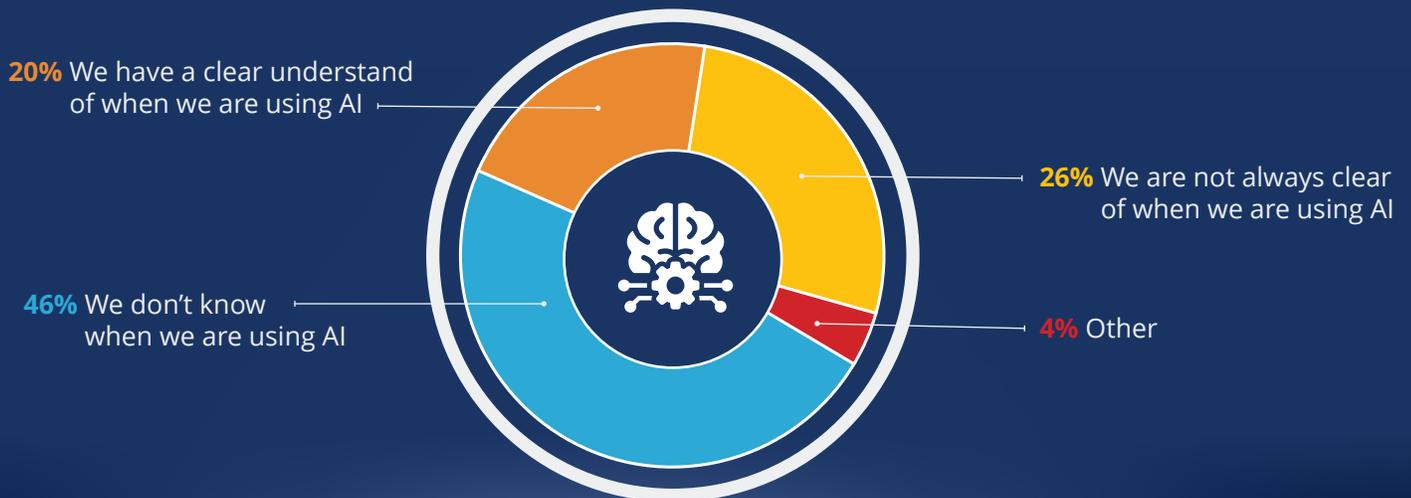
## To understand AI's role in the candidate experience, companies must:

- **Clear Up the Confusion and Misperceptions Around AI**
- **Understand What Modalities of AI Have The Greatest Impact**
- **Determine Where AI Presents the Greatest Opportunities and the Greatest Risks**

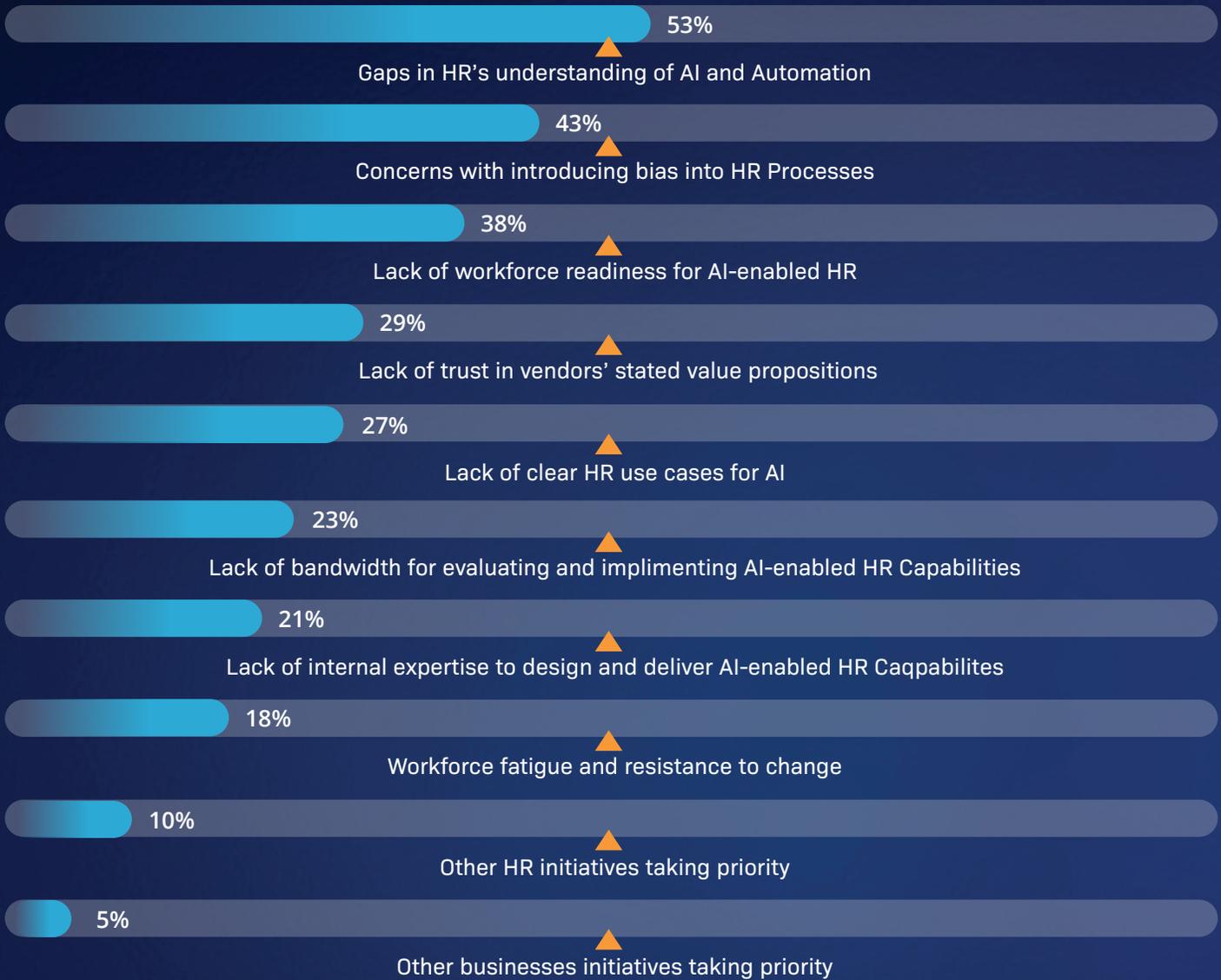
## Clearing up **Confusion Around AI**

For many companies, AI is misused and misunderstood. Only 20% have a clear understanding of when they are using AI in talent acquisition (see Figure 5).

**Figure 5:** Understanding of AI



Aptitude Research found that the number one reason some companies are hesitant to invest in AI is that they do not know enough about it (see Figure 6). Although awareness around AI has improved, it is still the most significant barrier to investment. Without a way to clearly articulate the value of AI, it can be challenging to get senior leader support. Additionally, only 12% of companies stated that a lack of trust impacts AI decisions, and only 4% of companies fear AI will replace the role of recruiters (compared to 16% in 2020).

**Figure 6: Misconceptions Around AI**


Some of the misconceptions around AI include the following:

-  **AI Introduces Bias:** Some companies believe AI can contribute to bias since humans develop it. If used correctly, technology and automation can help companies reduce bias and encourage greater humanity in the hiring process. It is important to consider the data that providers are using within the hiring process, the hypothesis they are using in their algorithms, and data transparency. Technology, unlike humans, can be trained to reduce bias, so it is critical to look at providers' visibility into the algorithms and methodologies they use.
-  **AI is Too Risky:** Investing in AI presents risks, but the reality is that investing in the right technology brings value. Every individual uses AI in their personal lives to inform decisions around day-to-day activities; AI can also provide the same assistance in professional lives.
-  **AI Hurts the Candidate Experience:** Most candidates are not concerned with AI and would prefer this option to a recruiter who has no time to respond or a hiring manager who acts on bias. Through AI, candidates receive communication that managers and recruiters are often too busy to provide. Companies that use AI and define it as "machines that learn about candidates" are twice as likely to improve the candidate experience. Companies are less concerned with AI hurting the candidate experience than they were a few years ago (see Figure 7).



**Figure 7:** Candidate's Perception Around AI

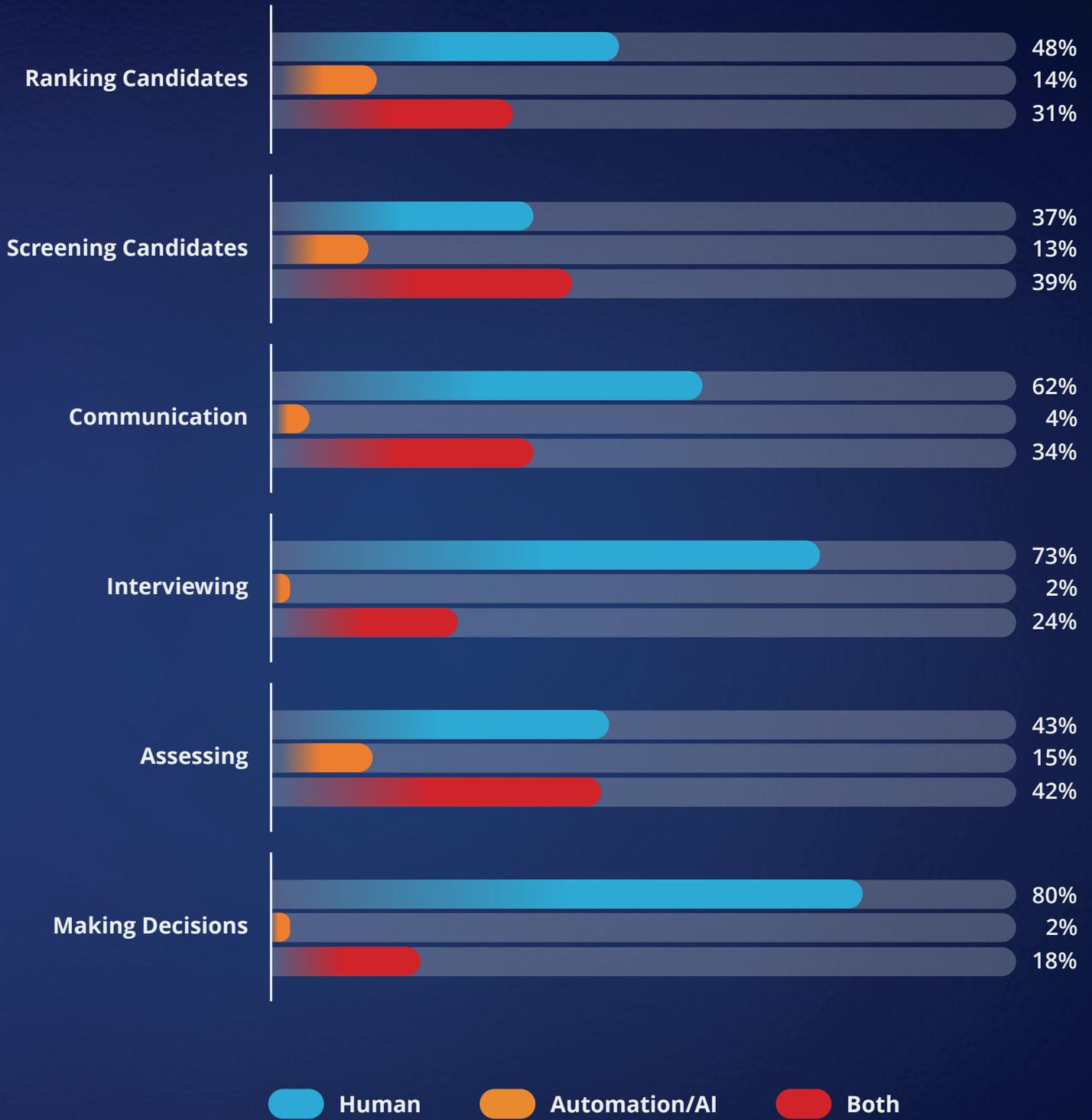
33% Candidates are embracing AI

44% Candidates are not concerned with AI

24% Candidates don't want to use AI

-  **AI Removes the Human:** AI does not take away the human element of talent acquisition. It has the potential to enhance it. It learns more about candidate behavior, provides recommendations, increases personalized communication, and offers consistent communication. AI can help companies better connect with candidates, target the right talent, match the right candidates to jobs, and make decisions on talent that will predict performance. Aptitude Research found that for 80% of companies, humans are still making decisions around talent and for nearly a third of companies, both humans and AI are supporting different areas of talent acquisition (see Figure 8).

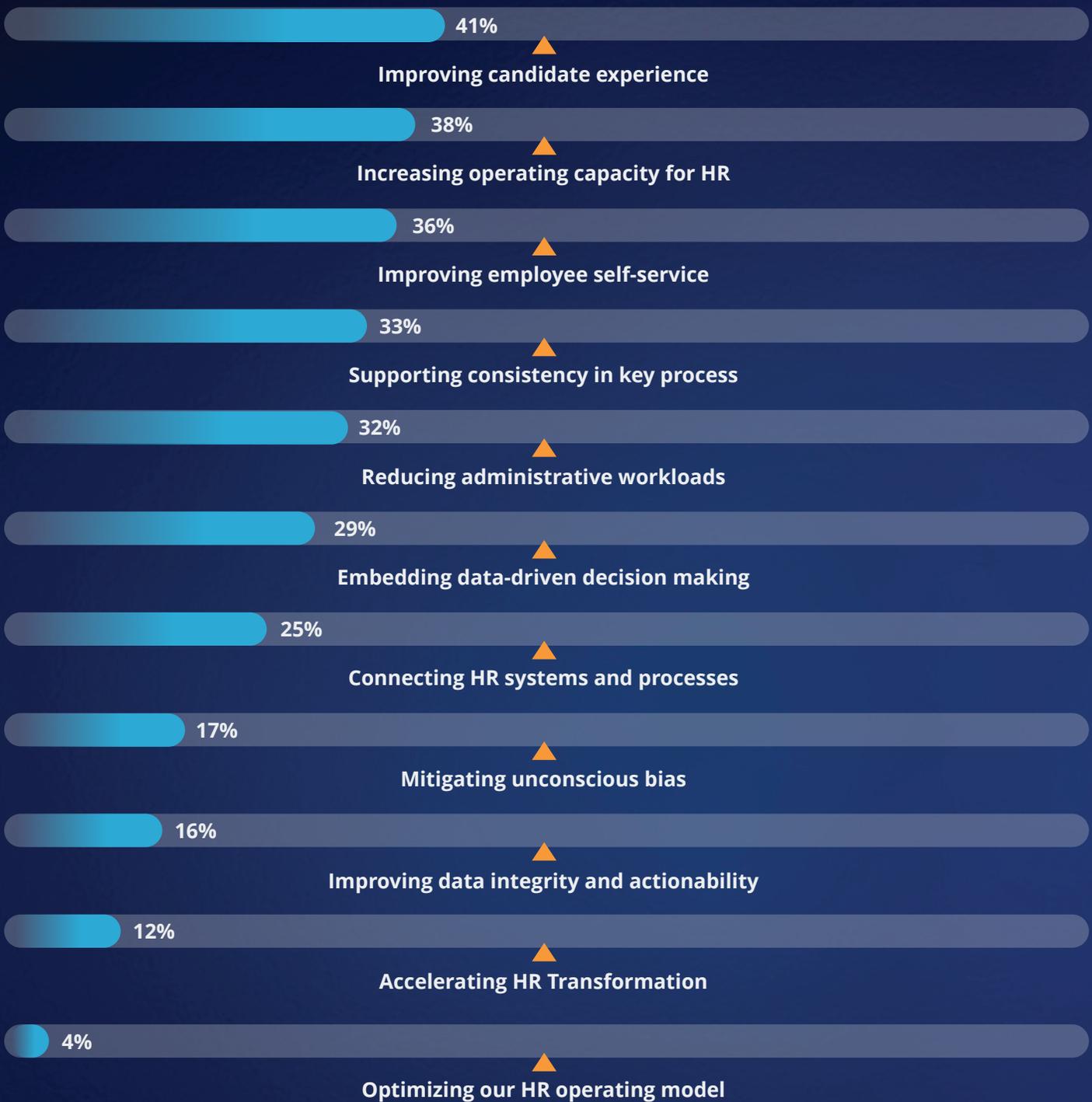
**Figure 8:** Human vs. AI in Talent Acquisition



## Understanding What Modalities of AI Have the Greatest Impact

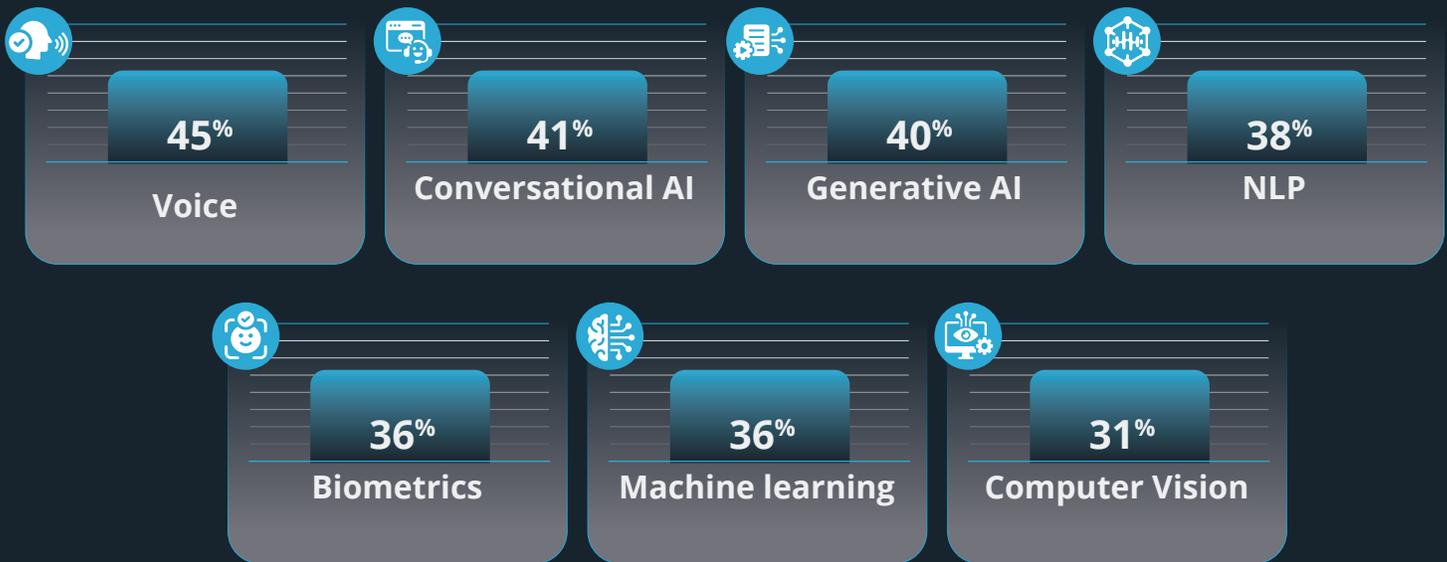
When asked what the greatest benefits of AI are to HR, companies identified candidate experience as top (see Figure 9). But not all types of AI are the same.

**Figure 9:** Top Benefits of AI in Talent Acquisition



AI presents a toolkit for enhancing the candidate experience in recruitment processes. Here, we explore several key types of AI technologies that are instrumental in shaping and optimizing the candidate journey: voice recognition, biometrics, chatbots, generative AI, computer vision, natural language processing (NLP), and machine learning (ML). When asked what is the most helpful in improving the candidate experience, companies cited voice and conversational AI (see Figure 10). But less than half of companies in this survey have a clear understanding of the differences in these modalities.

**Figure 10:** *Types of AI for Improving the Candidate Experience*



## Voice Recognition:

Voice recognition technology enables candidates to interact with recruitment platforms and virtual assistants using spoken commands. By allowing candidates to engage in voice-based interactions, voice recognition enhances accessibility and user experience, facilitating seamless communication and interaction throughout the recruitment process.

## Biometrics:

Biometric authentication technologies, such as facial recognition and voice authentication, offer secure and efficient methods for verifying candidate identities. These technologies streamline candidate verification processes, ensuring authenticity and integrity while minimizing the need for manual intervention and paperwork.



## Conversational AI:

AI-powered chatbots serve as virtual assistants that engage with candidates through text or voice-based conversations. Chatbots provide instant responses to candidate inquiries, offer guidance on application processes, and facilitate communication throughout the recruitment journey. By delivering personalized and timely assistance, chatbots enhance candidate engagement and satisfaction.



## Generative AI:

Generative AI algorithms have the capability to create personalized content, such as job recommendations or interview preparation materials, tailored to individual candidate preferences and profiles. By generating relevant and engaging content, generative AI enhances the candidate experience, providing candidates with valuable insights and resources to navigate the recruitment process effectively.



## Computer Vision:

Computer vision technologies enable recruiters to analyze visual information, such as candidate resumes or video interviews, with greater accuracy and efficiency. Computer vision algorithms can extract relevant information from documents, assess candidate presentations, and detect non-verbal cues during video interviews, providing recruiters with valuable insights into candidate qualifications and suitability.



## Natural Language Processing (NLP):

NLP algorithms analyze and interpret textual data from candidate resumes, application forms, and communication transcripts. By understanding the nuances of human language, NLP algorithms can extract key information, identify relevant skills and qualifications, and match candidates to job opportunities more effectively, enhancing the accuracy and efficiency of candidate screening and selection processes.



## Machine Learning:

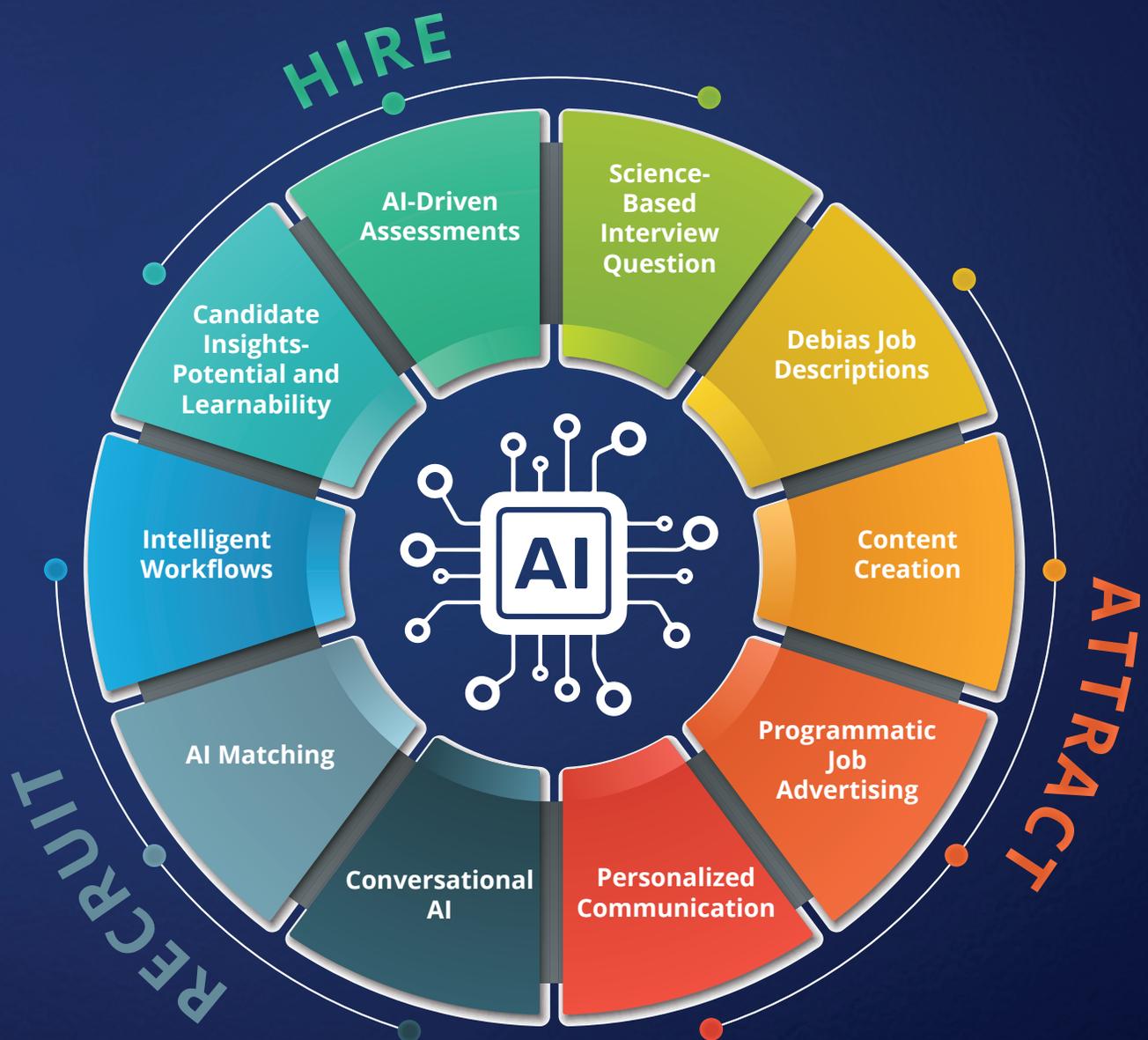
Machine learning algorithms leverage historical data to predict candidate preferences, behaviors, and outcomes, enabling recruiters to make data-driven decisions throughout the recruitment process. By analyzing patterns and trends in candidate data, machine learning algorithms can identify high-potential candidates, personalize communication and engagement strategies, and optimize recruitment workflows, ultimately enhancing the candidate experience and improving recruitment outcomes.

These types of AI technologies offer diverse capabilities and applications for improving the candidate experience in recruitment processes. By using the power of AI, organizations can create more personalized, efficient, and engaging experiences for candidates, driving positive outcomes and strengthening employer branding and reputation.

## Determining Where AI Presents the Greatest Opportunities and Risks

Companies often view it as a capability or a point solution, but AI plays a role across all areas of talent acquisition. Figure 12 highlights some of the applications of AI across attraction, recruitment, and hiring.

Figure 12: AI Across Talent Acquisition



When asked where companies are using AI in talent acquisition, they responded with a mix across all of these areas (see Figure 13).

**Figure 13:** Where Companies are Using AI

	NOT USING	USING SOMEWHAT	USING	USING EXTENSIVELY
Talent Sourcing & Pipeline Count	19.3%	25.7%	36.7%	18.3%
Candidate Matching & Sourcing	17%	23.5%	37%	22.5%
Talent Assessment Count	17.4%	19%	37%	22.5%
Interview Scheduling & Management	19.6%	18.6%	34.4%	27.3%
New Hiring Onboarding	19%	22.2%	33.8%	25.1%



Source: Aptitude Research, Talent Acquisition Foundation Survey, n=411



## Attract

AI provides insights into the right content and automates messaging to attract the right talent. Using historical and predictive data, AI can help advertise to the right channels – saving time and targeting the right talent. It can also provide personalized communication to candidates to keep them informed about the employer. De-gendered and debiased job descriptions can help to reduce bias in the process as well.



## Recruit

AI and intelligent workflows ensure that the right candidates are moving along in the process. Candidates during this phase will receive consistent and personalized communication about their status and what they can expect moving forward. AI will ensure that candidates receive prescreening questions, provide interview self-scheduling, and realistic job previews through assessments. Companies can offer the right workflows and ranking of candidates through AI-powered analysis.



## Hire

During the final stage of the recruitment process, AI can support talent measurement and smarter decision-making, and can reduce bias and gut decisions. AI is not making hiring decisions. It is freeing up time for recruiting and hiring teams to make better decisions.



## Speed: The True Test of a Positive Experience

The incorporation of AI in TA has fundamentally transformed the candidate experience by significantly enhancing speed and efficiency. AI improves speed from recruitment marketing to onboarding. This accelerated pace not only shortens the recruitment timeline, but also ensures that qualified candidates are promptly identified, diminishing the waiting period between application submission and interview. As a result, candidates encounter reduced delays, leading to greater satisfaction and a better perception of the hiring process.

AI-enabled speed translates into immediate responses and personalized interactions, further amplifying the candidate experience. Conversational AI solutions engage with candidates in real-time, addressing inquiries and furnishing updates on application status in real-time. This seamless communication creates transparency and cultivates trust, addressing candidate concerns and instilling confidence in the recruitment process. Additionally, AI tools analyze candidate feedback and engagement metrics to continually refine recruitment strategies, ensuring that future interactions are tailored to align with candidates' preferences and expectations. Ultimately, the integration of AI not only expedites processes, but also plays a pivotal role in shaping a positive and engaging journey for candidates.

Although AI can improve the candidate experience in each of these areas, some uses are riskier than others. One of the most significant risks associated with AI in talent acquisition spans across various stages, from recruitment marketing to sourcing to onboarding. In recruitment marketing, AI algorithms may inadvertently perpetuate biases in targeted advertising or outreach efforts, leading to a lack of diversity in candidate pools. During sourcing, there’s a risk of algorithmic bias influencing candidate selection, as AI systems may prioritize certain attributes or keywords, potentially overlooking qualified candidates from underrepresented groups. In interviewing and assessments, AI should never be used to make a final decision. In the onboarding process, AI-driven systems may face challenges in ensuring data privacy and security, particularly when handling sensitive candidate information. Moreover, there’s a risk of over-reliance on AI technologies, potentially undermining the human touch and personalized support needed for effective onboarding experiences. Addressing these risks requires vigilant oversight, robust data governance practices, and a commitment to fairness, transparency, and accountability throughout the entire talent acquisition lifecycle. AI presents more risks when it is used in decision-making. Figure 15 shows where companies feel that AI has the greatest risk.

**Figure 15:** Where companies feel that AI has the greatest risk





### Hiring Decisions:

- How does the AI system ensure fairness and avoid bias in hiring decisions?
- What measures are in place to address potential legal and ethical concerns regarding discrimination?
- How transparent is the decision-making process of the AI system to both candidates and stakeholders?

### Compensation Decisions:

- How does the AI system determine fair compensation levels for candidates?
- What factors are considered by the AI in assessing compensation, and how are these factors weighted?
- How does the system ensure compliance with relevant regulations and standards regarding compensation equity?

### Interviewing:

- How does the AI system conduct interviews, and what methods are used to assess candidate responses?
- What steps are taken to ensure that the AI interviewing process accurately evaluates candidates' skills and qualifications?
- How does the system handle complex or nuanced responses from candidates during interviews?



### Candidate Matching:

- How does the AI system match candidates to job roles, and what criteria are used in this process?
- What steps are taken to ensure that the matching process is efficient and effective?
- How does the system account for variations in candidate preferences and organizational culture?

### Resume Review:

- How does the AI system analyze resumes to identify relevant skills and experience?
- What measures are in place to prevent biases in resume review and ensure fair assessment of candidates?
- How does the system handle resumes with unconventional formats or information?

### Interview Feedback:

- How does the AI system provide feedback to interviewers on candidate performance?
- What metrics or criteria are used to evaluate candidate interviews, and how reliable are these measures?
- How does the system ensure that feedback is constructive and actionable for interviewers?



### **Onboarding:**

- How does the AI system support the onboarding process for new hires?
- What features or capabilities does the system offer to facilitate a smooth transition for new employees?
- How does the system personalize the onboarding experience for individual employees?

### **Offer Management:**

- How does the AI system manage the offer process, from initial negotiations to final acceptance?
- What tools or resources does the system provide to streamline offer management tasks for recruiters and candidates?
- How does the system ensure that offer decisions align with organizational goals and policies?

### **Interview Scheduling:**

- How does the AI system automate interview scheduling, and what methods are used to coordinate availability?
- What options are available for candidates to reschedule or adjust interview times?
- How does the system handle conflicts or scheduling issues that arise during the interview process?

### **Phone Screening:**

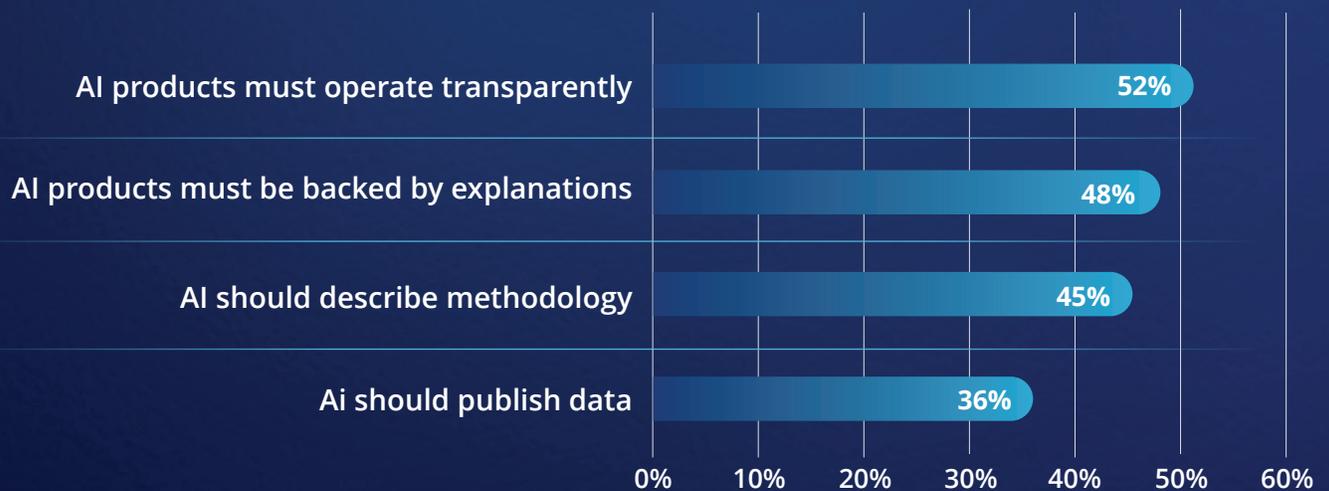
- How does the AI system conduct phone screenings with candidates?
- What criteria or questions are used to assess candidate suitability during phone screenings?
- How does the system support recruiters in making informed decisions based on phone screening outcomes?



## Understanding the Role of Ethics in AI

The topic of ethics in AI raises questions about humanity in the talent acquisition process. Companies must consider ethical AI as they evaluate providers and understand if products operate transparently, are backed by explanations, describe the methodology, and frequently publish data (see Figure 15). In addition, addressing ethics in AI builds confidence with employers and candidates who want to understand how their data is being used.

**Figure 15:** Considerations for Ethical AI



The responsibility of ethical AI is not always on the provider. Companies have an obligation to ensure the ethical use of these solutions. Aptitude Research found that companies are taking more responsibility for their use of AI by seeking outside expertise, legal counsel, and ethics committees.

**Figure 16:** Companies Ensuring Ethical Use of AI



Unfortunately, not every provider today upholds ethical AI, resulting in bias in the hiring process and data and decision-making that cannot be trusted.

## Conclusion

AI in talent acquisition holds tremendous potential for enhancing the candidate experience. By leveraging AI-driven solutions, organizations can streamline recruitment processes, personalize interactions, and ultimately, create more positive and engaging experiences for candidates. Through our research, we have identified several key ways in which AI improves transparency, fairness, and communication throughout the candidate journey:

### ◆ **Transparency:**

AI-powered systems provide candidates with greater visibility into the recruitment process by offering real-time updates on application status, interview schedules, and hiring timelines. By transparently communicating expectations and progress, AI fosters trust and confidence in the recruitment process.

### ◆ **Fairness:**

AI algorithms mitigate biases in candidate selection by standardizing evaluation criteria and prioritizing qualifications over subjective judgments. By promoting fairness and objectivity, AI ensures that all candidates are assessed based on merit, regardless of background or demographic factors.

### ◆ **Communication:**

Conversational AI and virtual assistants enable continuous communication with candidates, providing instant responses to inquiries, updates on application status, and personalized feedback throughout the recruitment process. By enhancing accessibility and responsiveness, AI improves candidate engagement and satisfaction.

### ◆ **Speed:**

AI can improve the speed of talent acquisition which creates a better experience for candidates. It allows them to move through the process more efficiently and provides a faster way to receive communication.

Overall, the strategic deployment of AI in talent acquisition can significantly enhance the candidate experience by promoting transparency, fairness, and communication. As organizations continue to embrace AI-driven solutions, it is essential to prioritize ethical considerations, data privacy, and human oversight to ensure that AI remains a catalyst for positive change in talent acquisition practices.

## ABOUT US



Aptitude Research is a leading human capital management (HCM) research and advisory firm. Our in-depth research and vendor assessments help HR leaders develop a deep understanding of the HCM technology landscape, including talent acquisition and engagement, to ultimately make better purchase decisions.

Our flagship research, delivers a comprehensive look at talent acquisition trends and technology. This knowledge, combined with our consulting and advisory services, enables companies to save time, money and improve the recruiting, hiring and workforce management experience.

Founded by leading analyst Madeline Laurano and based in the Boston area, Aptitude Research provides a wealth of HCM expertise to companies, vendors and investors. View our recent and upcoming research at [www.AptitudeResearch.com](http://www.AptitudeResearch.com) or connect with us on [Twitter](#) or [LinkedIn](#).



Launched in late 2016, Paradox was founded with the belief that recruiters, hiring managers, and talent leaders should spend their time with people, not software. Olivia, the company's conversational AI assistant, automates administrative work — like screening, scheduling, onboarding, employee communications, and more — to drive efficiency that gives teams hours back in their week, and enables everyone to do better work, faster. Since its founding, Paradox has earned the trust of more than 200 clients globally, including some of the biggest brands in the world — CVS Health, McDonald's, Unilever, Intel, Aramark, and many more in the Fortune 500. The company has won numerous awards, including being named one of Human Resource Executive's Best HR Products of 2019, and was recently named one of Forbes' Top 500 Startup Employers.

**To learn more, visit [paradox.ai](http://paradox.ai).**