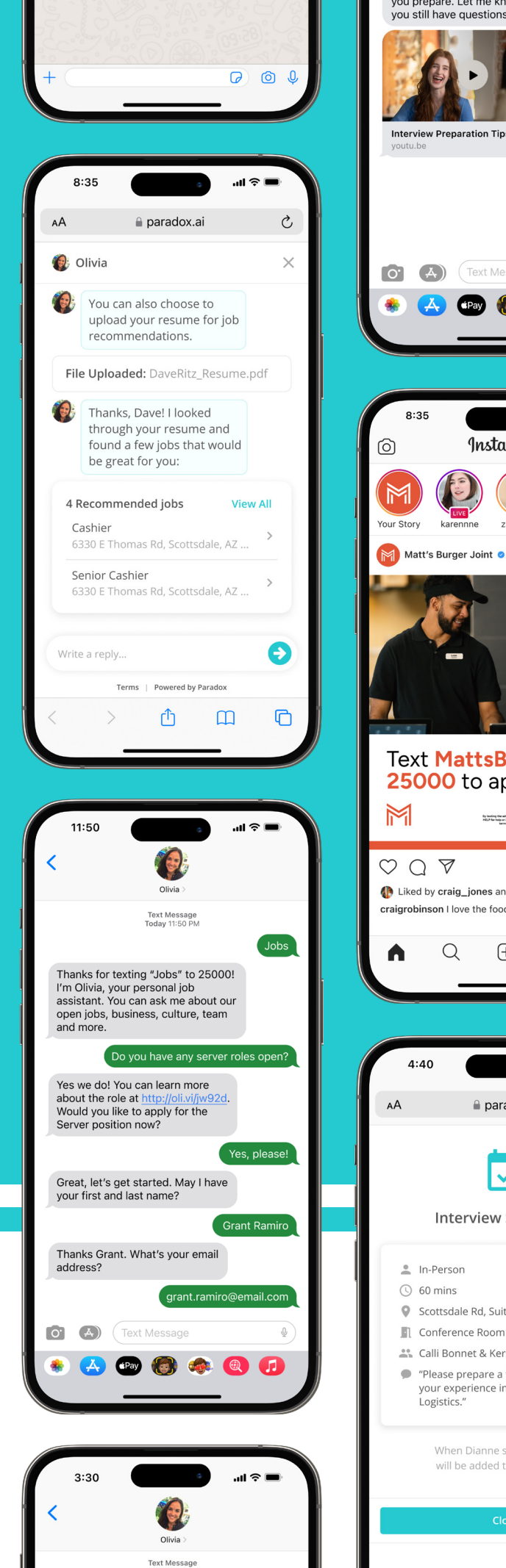# Where to use AI in your hiring process.

Adam Godson
Chief Executive Officer

Pinpoint tasks that only your people can do and have them focus on that. AI automates the rest.

Where should you use AI in the hiring process?

We're going to forgo a long and superfluous intro here because the answer is simple: All the parts you don't want (or need) your people to be doing.

When it comes to technology, it's very easy to get pulled into a rat race of one-upmanship that results in a junk shelf filled with tech that you didn't really need. Not to mention all the wasted hours on implementation, training, etc. Yikes. Instead, we advocate for the inverse methodology: Pinpoint the high-

value tasks only your people can do and have them focus on that. Then, find the right AI tools that can automate the rest. In other words, a "human-first" approach to AI that strikes the ideal balance between AI automation and human judgment.

You want your hiring team to focus on people-centric tasks and critical decision making (interviewing, overseeing operations, hiring). Yes, that opens up a lot of extra admin work, but that's what AI is best at automating right now. Fact-based, binary decision making.
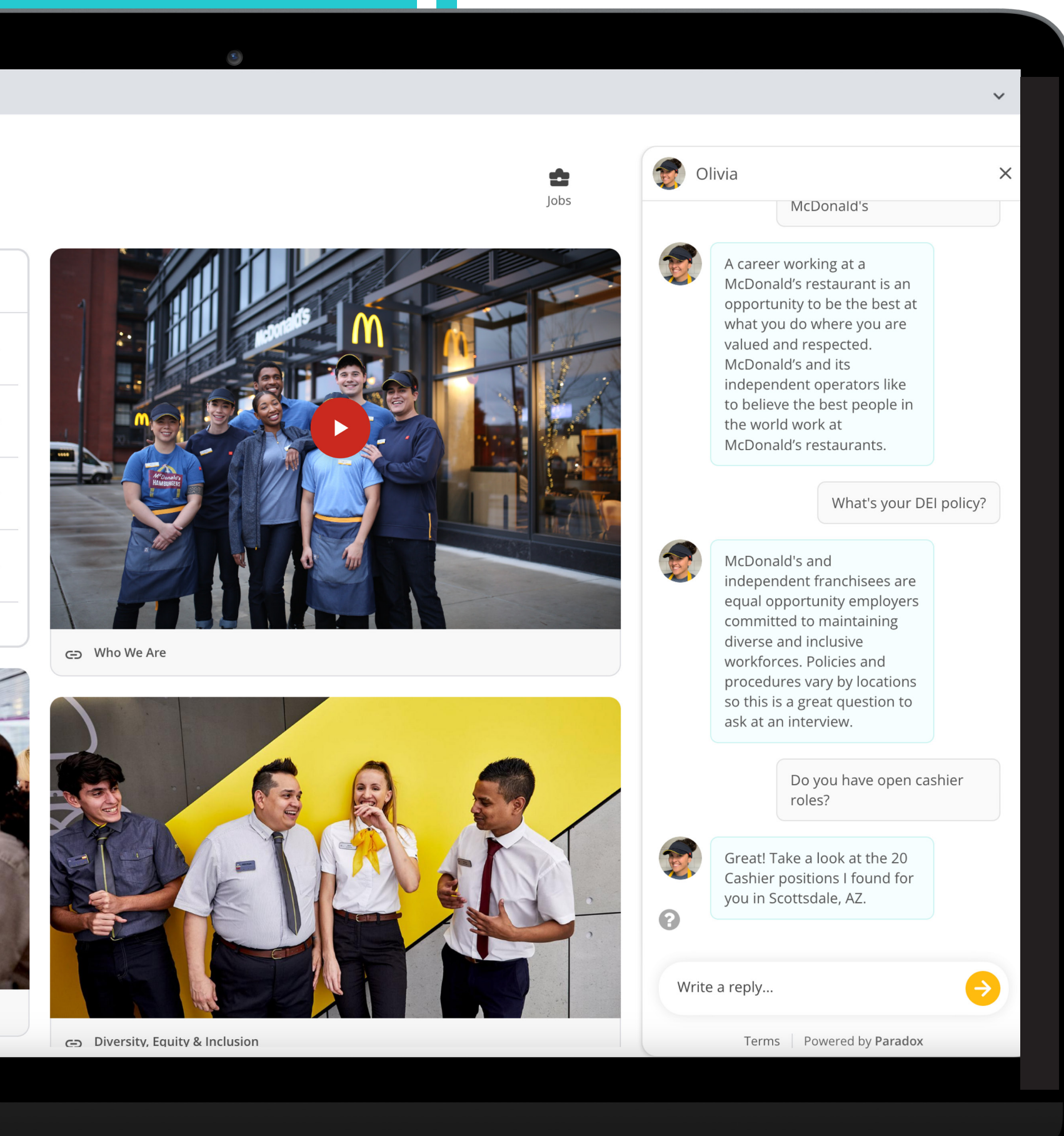
Let's break it down.

Pre-apply: career sites, learning.
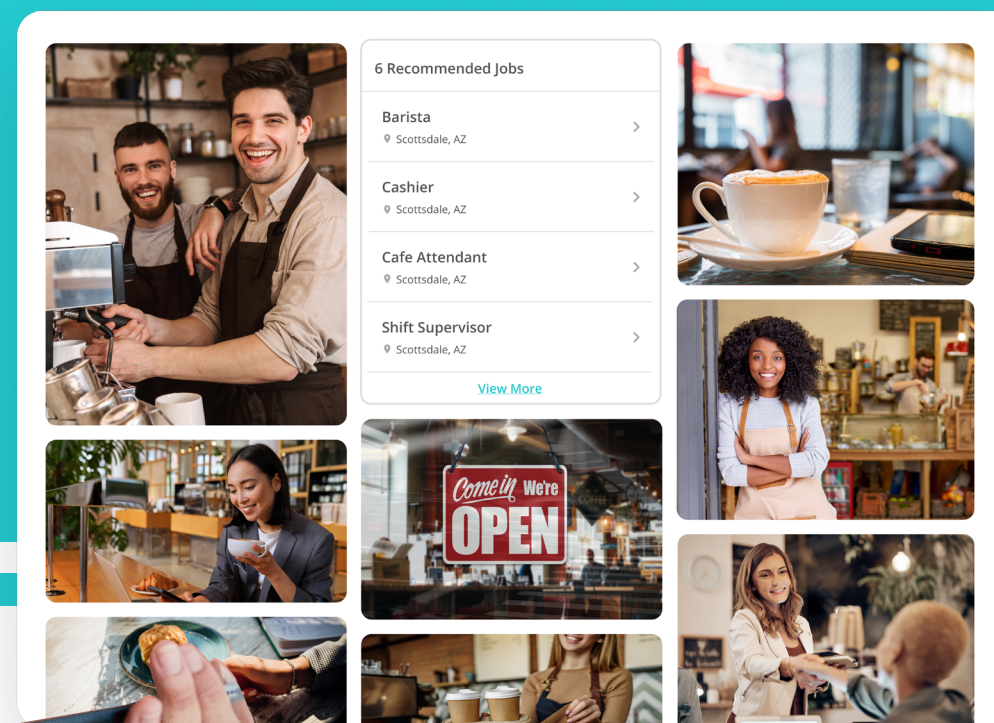
Most career sites have become "brochureware" — pages and pages of static content filled with generic stock photos of smiling faces and hollow brand values. They're hard to parse through and harder to trust because the content relevant to any given candidate is buried under layers of genericity (yes that's a real word, we checked).

AI transforms career sites into something much simpler but also much more dynamic; something that can actually evolve in real-time based on what each candidate wants to know. Imagine if instead of digging through pages and pages of career site content to find an answer to the one thing you're interested in, candidates could simply engage with a friendly, helpful chat assistant on the site that's powered by conversational AI.

This would allow the candidate to immediately find what they want, when they want it, in a frictionless, conversational way.
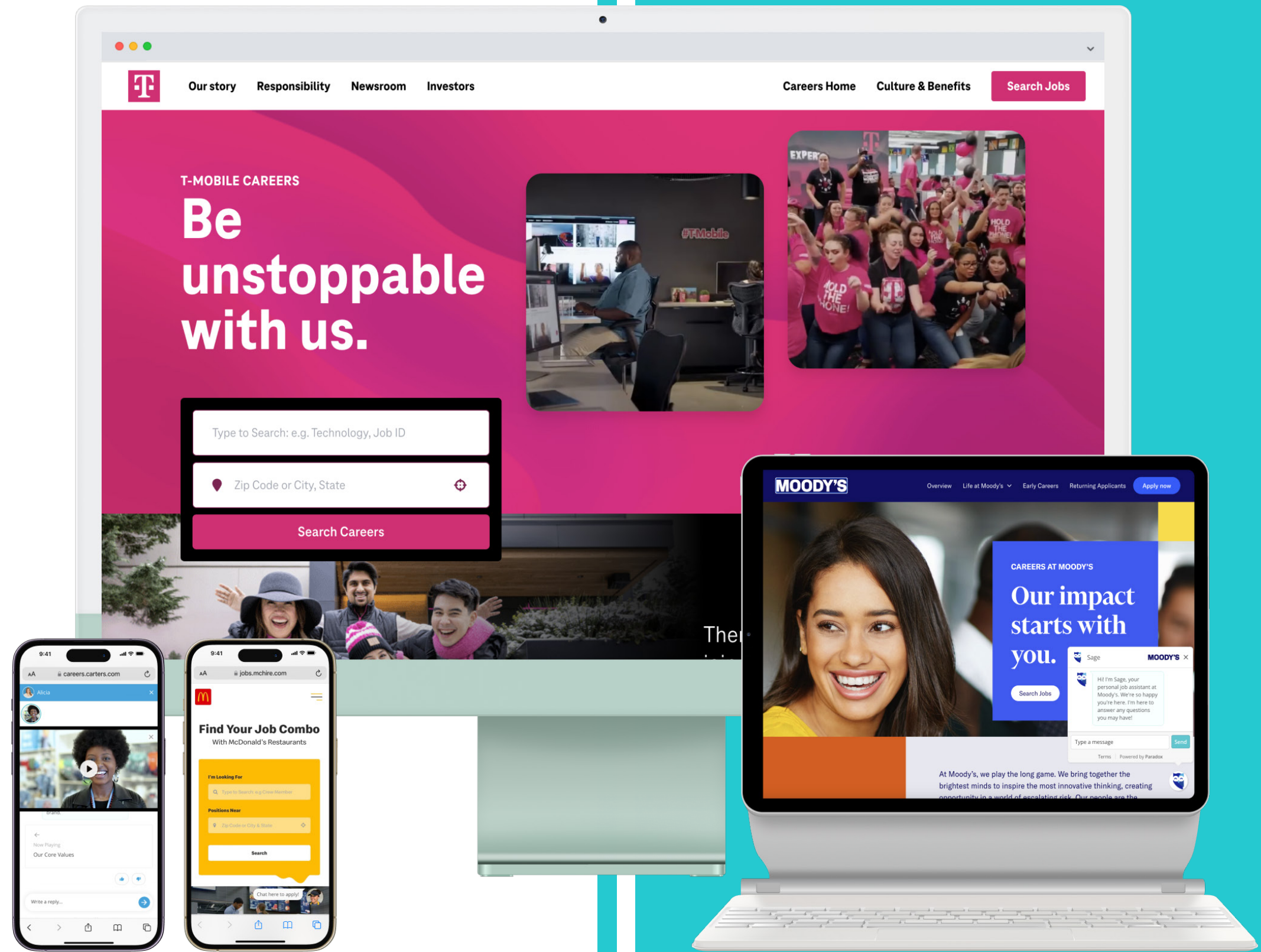
They could ask it anything: "what's your PTO structure", "do you have any benefits for veterans", "can I bring my dog to the office", and the site will literally serve up related content right on the page.
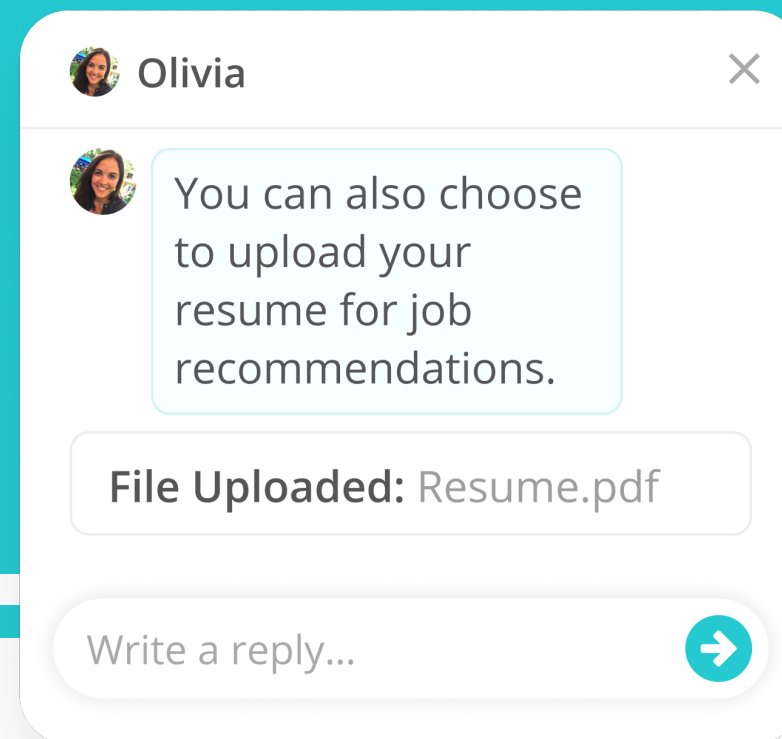
The career site is now a unique experience for every candidate.

It's cutting out the clutter and delivering only the information each specific person cares about.

Which doesn't just create a better experience for candidates, but for the hiring teams that employ said site as well. We've seen this reduce dropoff, increase conversion, and save hiring teams f time they would have otherwise spent handling pre-apply or pre-interview questions.

Screening, matching, and applying.

Olivia ✕

You can also choose to upload your resume for job recommendations.

**File Uploaded:** Resume.pdf

Write a reply...

This is really where AI starts to hum — but also where risk can be introduced based on how the AI models are used.

On the positive, less risky side, AI can help with screening, matching, and applying by turning formerly (no pun intended) exhaustive, form-filled applications into short, sweet conversations. Candidates can enter this stage in a number of ways — maybe they're already on the career site doing some research (see above), or they've seen a "WE'RE HIRING" poster in a window, or they've scrolled past an ad on Instagram that has a text to apply

shortcode — and once they've started to chat with the AI assistant on the other end, the whole process happens right there in just a few minutes. No extra links, passwords, sign-ups, or intervention needed. AI can serve up the most relevant jobs based on keywords (through the conversation itself or uploading a resume) and ask pre-determined screening questions to determine minimum qualifications.

Store managers never have to shift focus away from actually managing their stores, and candidates never do anything other than text.
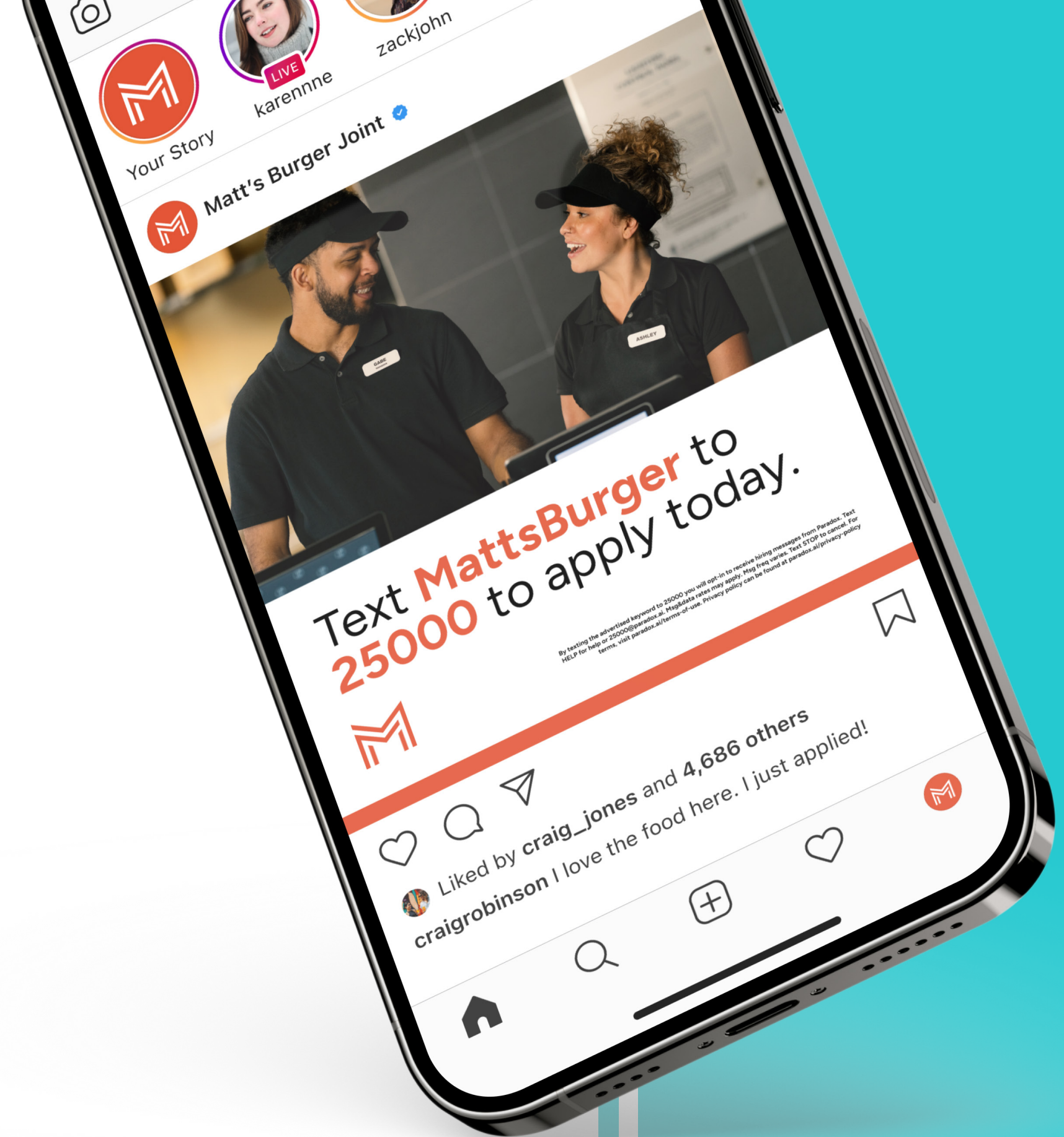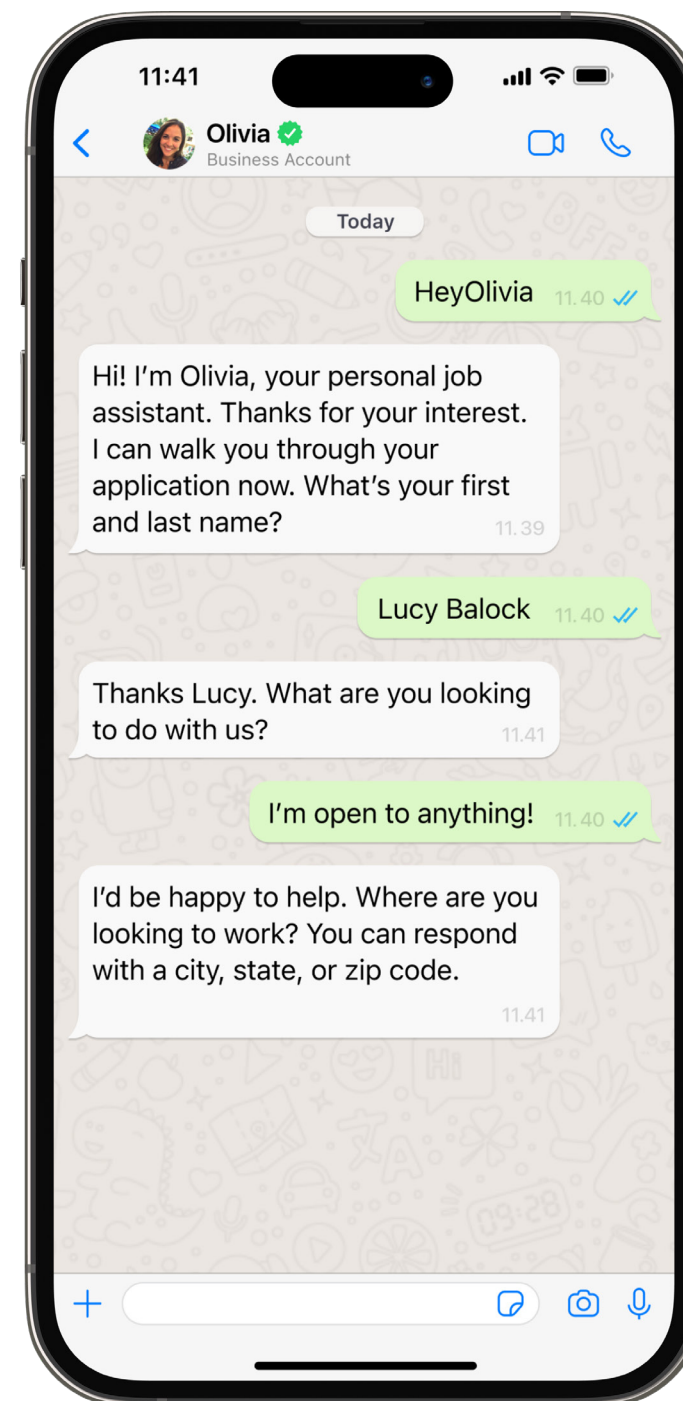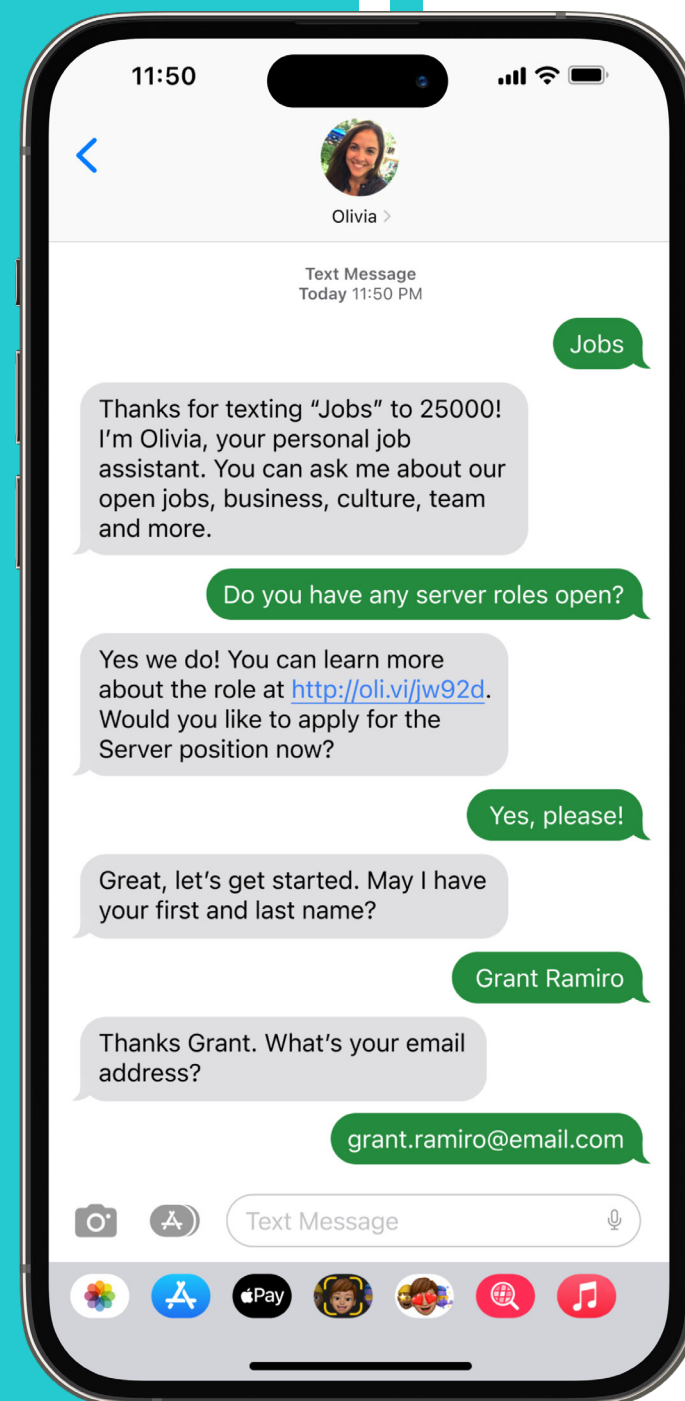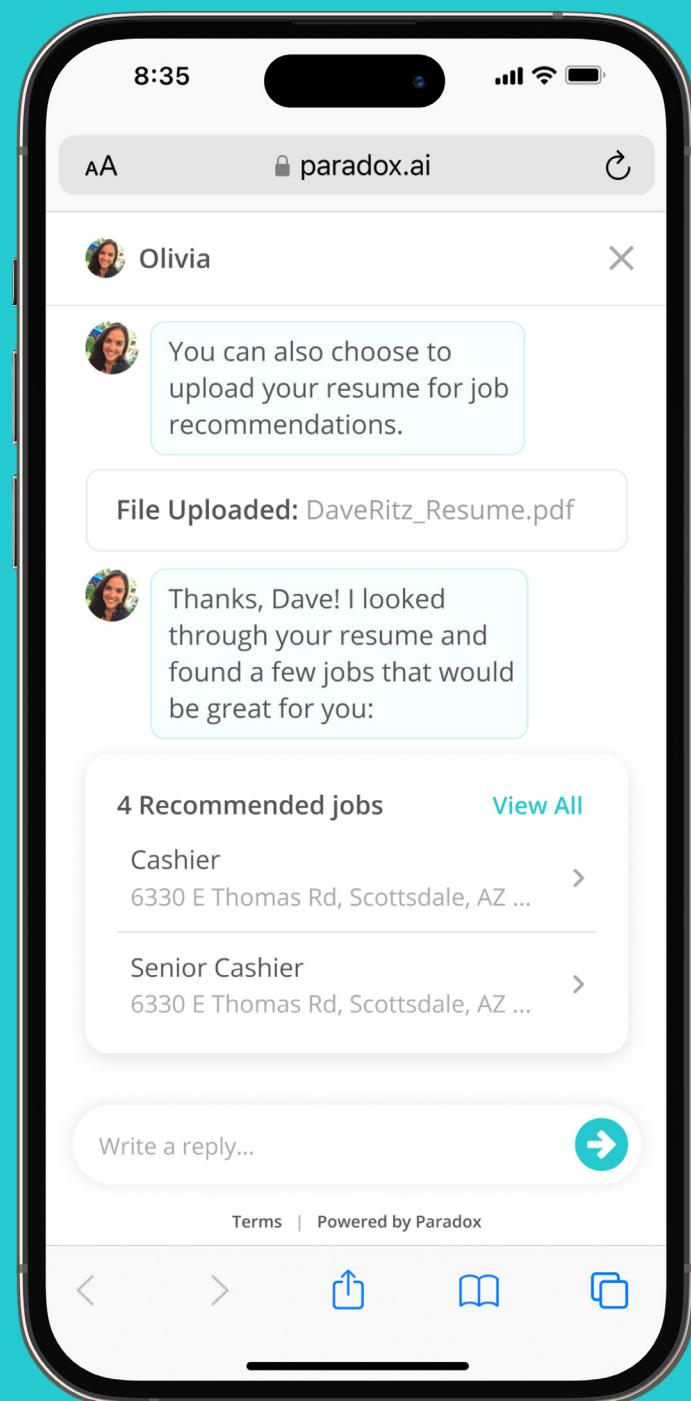
That's truly invisible software.

Plus, the whole process can take just a few minutes, and can happen at any time of the day.

For some high-volume hourly employers who need to hire thousands of a certain role, like package handlers at a distribution center, this is literally the entire hiring process; candidates apply on their phones, get qualified based on minimum qualifications, maybe even get a job offer in minutes, and start working within a day or two.

Now, for the more risky side. AI today can also help you "rank" and "score" candidates based on their profile, background, and skills. While this use case seems like a panacea for recruiters overwhelmed with candidates and hiring work to manage — allowing them to quickly sort 500 applicants by the ones who are the best "fit" — it also introduces incredible risk.

If the models being used to rank and score candidates are doing so on subjective criteria and those models aren't transparent (what's sometimes called "black box AI"), then you as the employer assume the burden of proving that the AI's assessment of a candidate is bias-free.

There are countless examples of this gone wrong, but the most famous was technology that Amazon built in-house indiscriminately disqualifying or deprioritizing women from certain positions because, historically, very few women had been hired in those roles. The AI was modeled on historical data and made decisions logically based on that data. But it also did so without nuance and context. And in recruiting and HR, that can be dangerous.

AI's at its best when it's merely making **binary, fact-based decisions** based on parameters set by humans.

Interview scheduling.

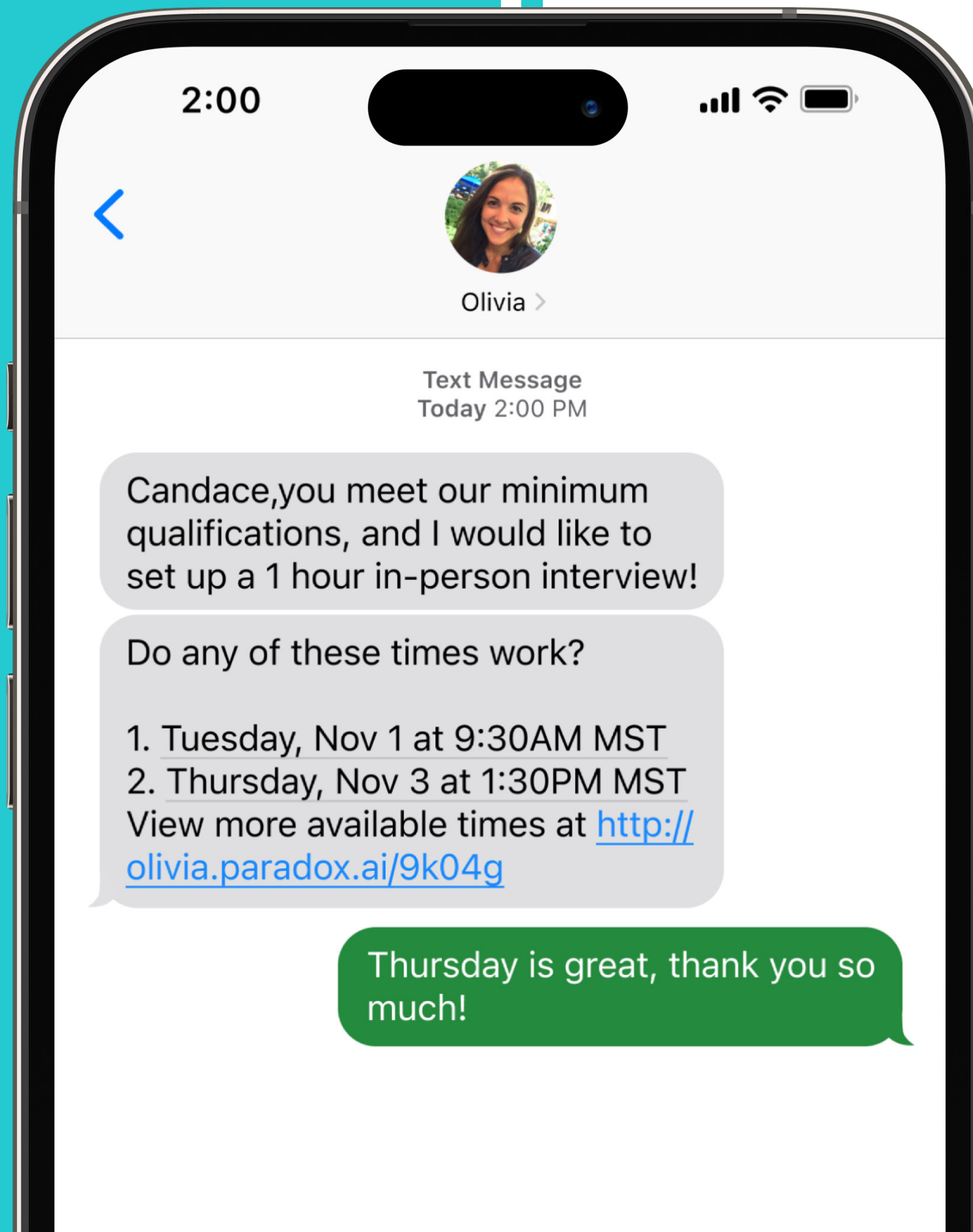‹ **Tuesday, February 12, 2024** 📅 ›

MST (AZ) ▾

8:00AM 8:15AM 8:30AM 8:45AM

This is the BIG ONE — the literal no-brainer.

You no longer need to light a lantern when it's dark or make a fire when it's cold, so why are your hiring teams still scheduling their own interviews?

We've advanced past the need to manually schedule interviews; with AI, it's as simple as flicking on a light switch. Actually, quite literally. So if there's just one thing you use AI for in recruiting, it should be this, because automating simple tasks at scale, with accuracy, is what AI does far better than humans.

Conversational AI can sync up with the calendars of all stakeholders in the hiring process (from hiring managers to recruiters all the way up to the C-suite) and serve up only available times to qualified candidates.

Once a candidate selects a time, the interview block is automatically placed on corresponding calendars. This doesn't just apply to your typical 1:1 interviews — multi-person, multi-room, and multi-location interviews are also handled with ease. Conversational AI can sync with schedules, share open times, and even send interview prep.

If the candidate needs to reschedule, all it takes is a simple "what other times are available" text to the AI assistant and it happens automatically.

Interview reminders are conversational and automatic, too. Gone are the days of playing calendar Tetris; the conversational AI takes on the burden of high reschedule rates.

The ROI on using AI to automate this one thing is a complete chart smasher — we've seen 50,000 hours and millions of dollars saved annually.
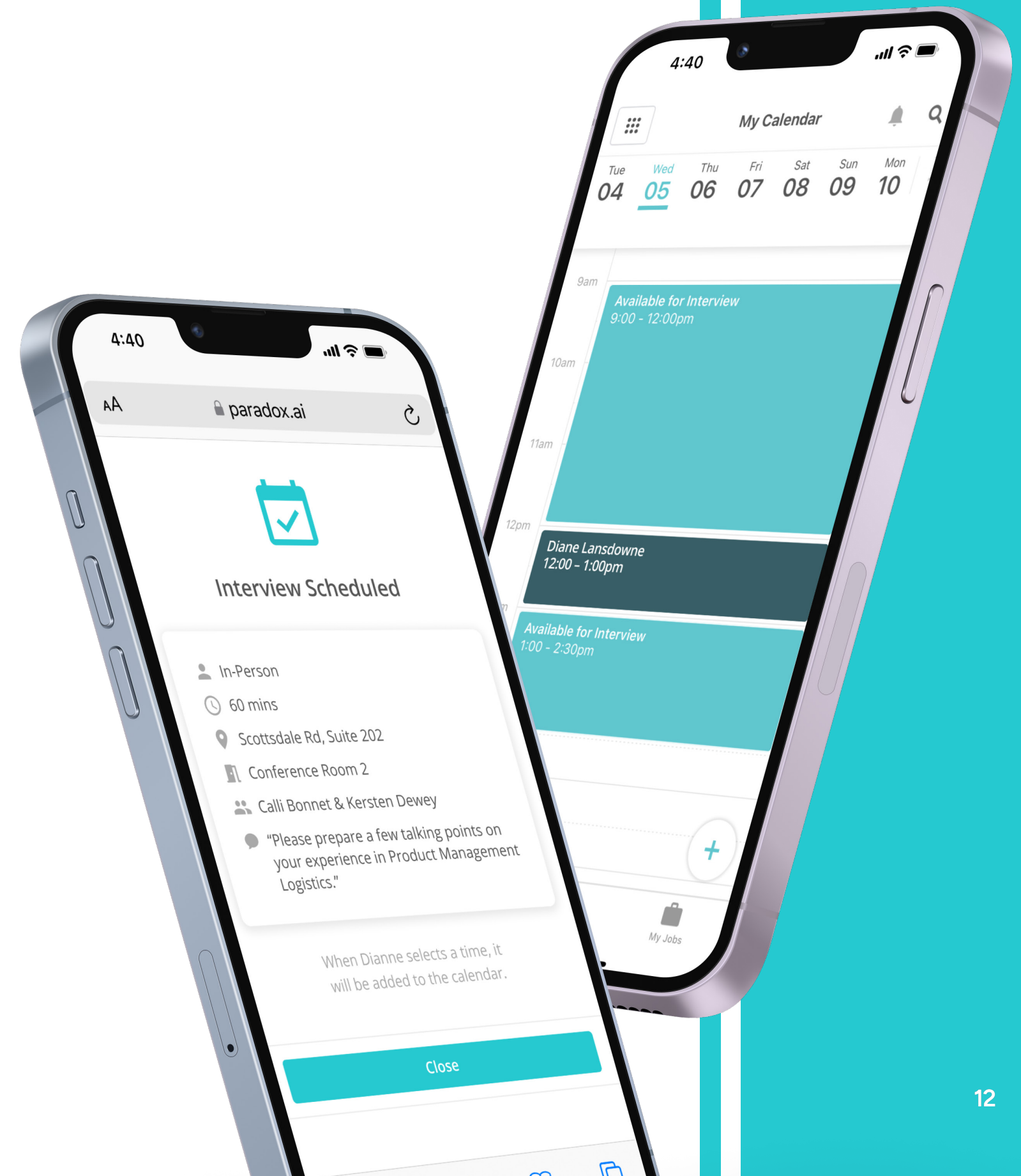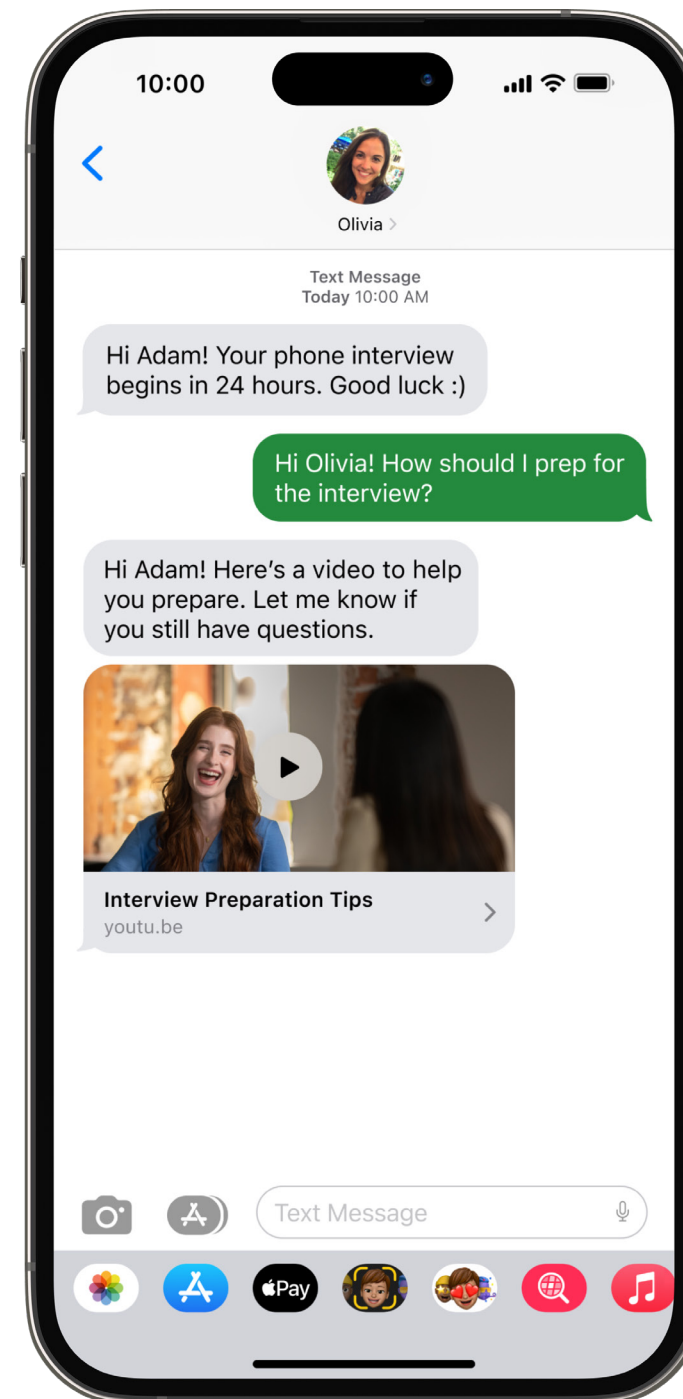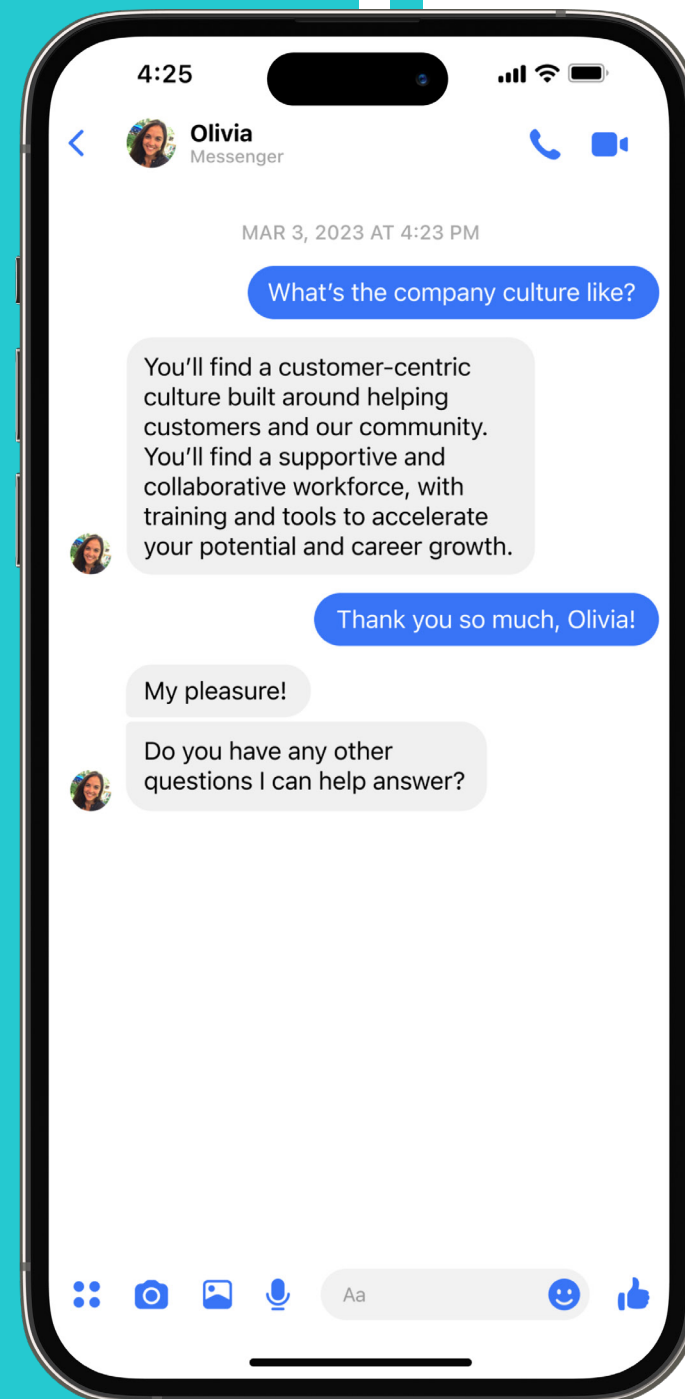
Candidate communication.

Please let us know how you felt about this application process.

🙁 🙁 😐 🙂 😀

Whereas TA teams can't work 24/7, AI is always on, ready to chat.

In addition to the stuff your people can't handle, AI can also automate the conversations your people don't need to handle. Basic company information, simple logistics, random FAQs — this stuff doesn't exactly require an human touch, it just needs to be fast and accurate.
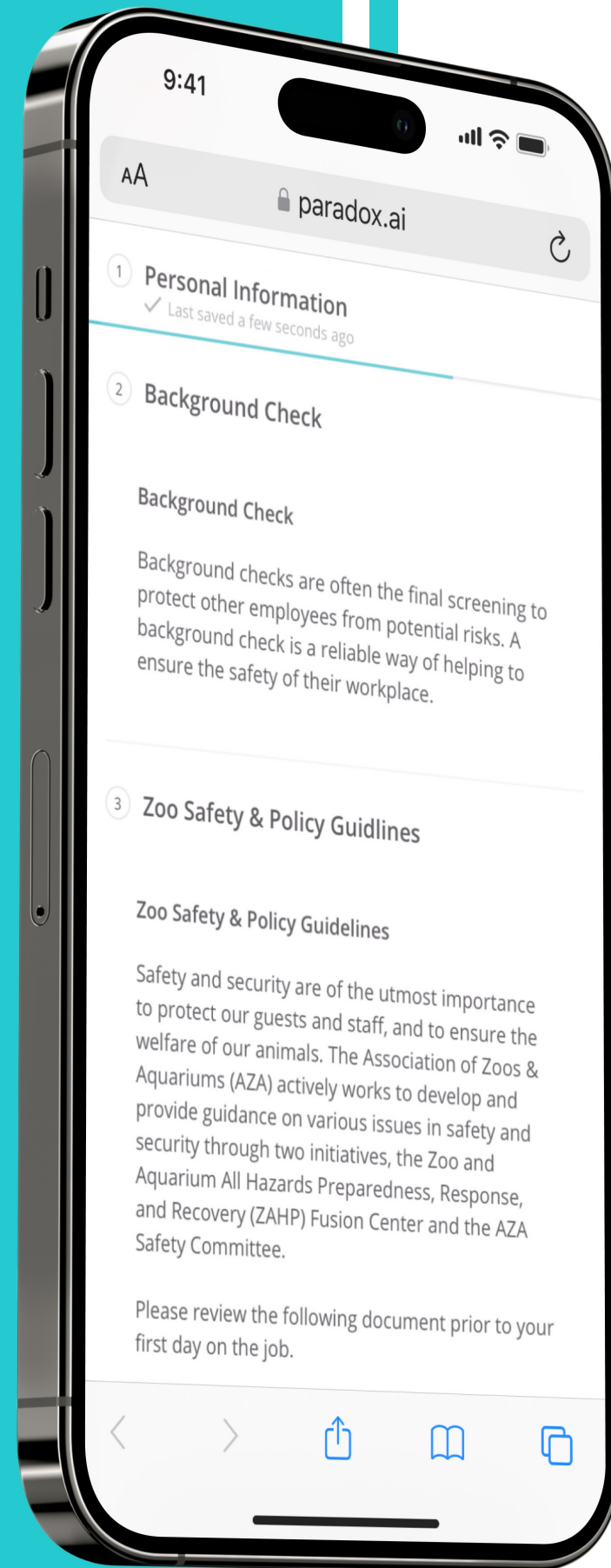
And automating these things give recruiters time back to invest into the parts of the process that actually do need a pristine person-to-person interaction.

Offer, onboarding, and post-hire.

Offer Letter Accepted

There's a misconception that the hiring process ends at the offer. It doesn't. In fact, there's a significant amount of new hires who never actually make it to Day 1.

Lack of communication post-offer leads to confusion and disenchantment, which leads to no-shows. In other cases, the clunky process of receiving and completing certain forms is enough to drive your new hired employee into the arms of a competitor down the street. Conversational AI assistants give candidates exactly what they need here: information and confirmation, fast. Assistants send

onboarding documentation in the same text channel the application took place in, and candidates can fill everything out right on their phones. Plus, the AI assistant is always there to help answer any questions the candidate may have, and can send reminders that nudge the stragglers.

AI assistants act as a safeguard to late-stage candidate drop-off, and reconfirm to candidates that they made the right decision to apply at your organization. At a part of the process where candidates just want to move forward, they're given a simple way to do so — leading to a 70% increase in post-offer retention.
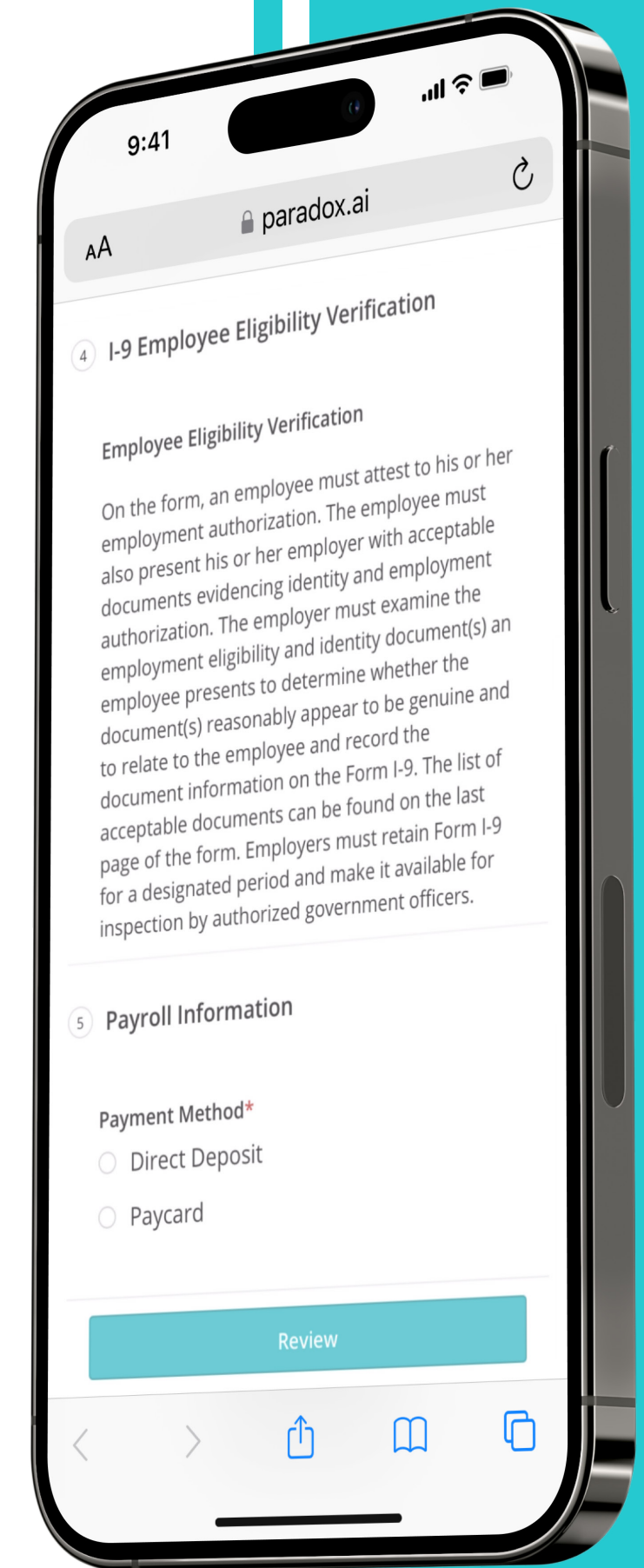
If you're looking for a competitive advantage, AI is it.

Here's the bottom line.

More specifically, your bottom line. It's positively impacted. Very much so.

Leveraging conversational AI at specific, intentional parts of your hiring process positively influences critical talent acquisition metrics like candidate conversion, time to hire, employee retention, and ultimately … cost savings. If you're looking for a surefire competitive advantage, AI is it.

The best part about building a business case for AI in recruiting?

The line you need to draw to connect the dots from investment to the return on it is impossibly short. Essentially it's just from *here* to *there*.

Automate even one of the above tasks with AI, and the direct result is an increase or reduction or complete transformation of something in your talent acquisition process. Math has never been easier. Finding solutions has never been simpler.

And the bottom line is that your bottom line (and your CFO) will thank you.

gm

$2MM
saved annually.

McDonald's

60%
drop in time to hire.

COMPASS GROUP

1:5K
recruiter:hire ratio.

7-ELEVEN

40K
hours saved weekly.

GREAT WOLF LODGE

$700K
saved annually.

When it's applied to the right things, it just works.

There have been unbelievable business transformations through automating the simplest tasks with AI. It's a business case that practically makes itself, but here are a few anyway.

If you're ready to revolutionize hiring, we'd love to talk.

Paradox is building the world's leading conversational recruiting software to drive automation with a human touch. Serving global clients like McDonald's, CVS Health, and General Motors with hiring needs across high-volume hourly and high-skilled professional roles, Paradox's conversational assistant Olivia does the work talent teams don't have time for — streamlining tasks like screening, interview scheduling, and more through fast, easy, mobile-first interactions.

paradox.ai