Recruiting in 2022: Why will Artificial Intelligence be your best ally?
EXECUTIVE SUMMARY

This 2022 will be different. And we are not talking about the obvious Covid-19 that will remain at the end of this year, which will for sure shape the way we will recruit early next year. We are talking about the way the new technology is changing the recruitment industry, but not only that! We are also thinking about how these trends in the process will affect the way in which a candidate takes or rejects a job.

The hard data is clear: today and tomorrow more than 68% of companies will have as a priority the need to hire their candidates directly and 42% of them plan to invest in technological tools to do it faster.

Regarding the main complexities of the following year, 41% of companies identify as an important challenge filling the positions that are at the lower level in the hierarchical pyramid (such as the operational ones), as well as positions for beginners. In this document we explain how AI can be used, together with human capacity, to develop skills and tasks that recruitment teams had not generated before, and thus face the challenges that are clearly predicted for 2022.
As technology advances, companies have also adopted changes to respond to problems arising while recruiting. We have listed some of the most relevant difficulties below:

**Coronavirus.** Some of the main challenges in the pandemic scenario are the large recruitment volume for some industries, followed by the difficulty to fill positions; as well as the digitalization of recruitment while facing a budget cut in the area. Does it sound familiar to you? Or worse yet, do you predict that these elements will be part of your situation in 2022?

**Goals and volume.** According to FinancesOnline, 77% of recruiters hire candidates who were discarded in a first round or who did not appear to be fit for the position.

**Talent attraction.** A Willis Towers Watson survey reported that 73% of American employers are having great difficulty attracting talent. This figure has been increasing since the first half of 2021 when 56% was reported, and the expectation for 70% of those surveyed is to prevail in 2022.

Given these data, it is imminent that recruitment as we know it is undergoing significant transformations with certain advances, such as AI. However, these changes will not cause job losses, but just the opposite. The Massachusetts Institute of Technology (MIT) predicts that smart systems will rather impact on the generation of new industries, new skills and new professional positions, according to the report "Artificial Intelligence and the Future of Work".
Artificial Intelligence, does it replace or complement recruiters?

The scene of computers taking over human jobs has also been catastrophic for recruiting teams. However, it is the same as with the rest of the tasks; technology is an ally and not a risk. In addition, although AI advances rapidly, computers are still many decades away from having intelligence at the human level, MIT predicts in its report.

Now, the work is carried out by a team that is formed by AI and recruiters. According to the study "Artificial Intelligence-Based Business Communication: Application for Recruitment and Selection", recruitment staff can receive immediate results on profiles, in contrast to when they were obtained by interviewing thousands of applicants. This helps recruiting teams focus on thoroughly identifying candidates' experience, passion, and skills, beyond what their resumés say.

"For the foreseeable future, the most promising uses of AI will not involve computers replacing people, but rather people and computers working together, as 'superminds', to perform cognitive and physical tasks that previously couldn't be done."

SOURCE: "Artificial Intelligence and the Future of Work", study by MIT.
What are the advantages of automating recruiting tasks?

The automation of operations allows the allocation of resources and efforts to focus on generating new ideas, innovating and experimenting. In other words, human capital stops doing "man-work" to do more "mind-work."

Talent attraction expert Elmen Lamprecht posted on the LinkedIn blog that the benefits of automating tasks in recruitment processes are:

- **Improving the quality of candidates:** Machine learning allows résumés to match job specifications.

- **Allowing recruiters to focus on value-added activities:** With automated tasks, the recruiter focuses on direct contact with candidates.

- **Improving ROI:** Artificial intelligence helps improve ROI through successful hires with high-performance profiles.

---

Junior recruiters spend half their time (18-23 hours per week) figuring out which candidates to contact.

Senior recruiters spend 12-15 hours per week trying to contact the same people.

86.1% of recruiters surveyed said that the use of technology has increased the speed at which they hire.

78.3% said their hiring quality has improved.

*Source: LinkedIn blog*
How does AI help mitigate staff turnover?

As the 2019 US Mercer Turnover Survey and the 2019 Canada Mercer Turnover Survey show, the main reasons for turnover in companies are:

- Wrong hiring decisions
- Better job opportunities
- Relocation
- Career swift

These causes have forced companies to adopt different staff retention practices. Three important measures to retain talent, according to the AIHR Academy, are:

- Adapting the recruitment strategy
- Offering competitive compensation
- Listening to employees

AI can significantly help in these areas of opportunity by finding the right candidate through automated analysis. Likewise, it is possible to nurture and automate processes of listening staff, such as collecting and analyzing data on levels of commitment and satisfaction. These metrics help recruiters to know the competitiveness of the labor field and focus more on prevention tasks and improvements in the selection.
What are the trends that are coming for recruitment processes?

Recruitment roles will continue to evolve over time; reasons such as the demand for recruitment personnel, the adoption of technological tools and the changes in the selection strategy have caused processes to constantly change and, therefore, their roles as well.

The LinkedIn report “The Future of Recruiting Report. 7 Ways Recruiting Will Change” explains that some of the trends for recruiting roles towards 2025 are:

★ They should get used to changing plans and strategies constantly
★ They will become more involved in business strategies
★ It will be easy to keep track of tasks, but emphasis will be placed on business impact
★ The performance of teams will improve with better tools and technology
★ There will be multidisciplinary teams dedicated to recruitment
SOURCES:


* Artificial Intelligence-Based Business Communication: Application for Recruitment and Selection: https://www.researchgate.net/publication/336689355_Artificial_Intelligence-Based_Business_Communication_Application_for_Recruitment_and_Selection

* AI-enabled recruiting in the war for talent: https://reader.elsevier.com/reader/sd/pii/S0007681321000173?token=14409E0002C254B51064BF8BF425041193A90B5A8AA973D972DD2A8C8EB907AC9F853F8A5E9E8C39034AABB31F1BA970&originRegion=us-east-1&originCreation=20210905160258


* The benefits of Artificial Intelligence in Recruitment: https://www.linkedin.com/pulse/benefits-artificial-intelligence-recruitment-elmen-lamprecht/


* What does high turnover mean? Turnover rates, costs, and causes https://www.aihr.com/blog/high-turnover-meaning-rates/

* The Future of Recruiting Report. 7 ways recruiting will change: https://www.linkedin.com/business/talent/blog/talent-strategy/predictions-on-how-recruiting-will-be-different-in-2025