



AI FOR CANDIDATE EXPERIENCE

A Definitive Guide For TA Professionals



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An Introduction to **Artificial Intelligence**

Who doesn't know about Artificial Intelligence these days? Gone are the days when human beings performed each task manually. With the advent of AI, our personal and professional lives have changed drastically. The term 'Artificial Intelligence' was coined by John McCarthy in 1956. This was the time when a lot of development was carried out in this field in various areas such as natural language processing, machine learning, game playing, robotics, data mining, etc. AI has now become a vital part of every business.

AI and other technological innovations are adopted and implemented in many firms. It is becoming the today and tomorrow of our lives. A lot of emphases is laid on making each process automated to make it uniform and systematized.



47%

Nearly 47% of US jobs will be Automated within 20 years.



Why is AI a **Breakthrough** in Recruitment?

Imagine if you
can shortlist
candidates with
just a click!

Imagine if you
have a tool to
share your hiring
workload!

Imagine if you
find the right fit
without reading
every resume!

What a relief! Isn't it?

HR managers and recruiters are so overwhelmed with their day-to-day tasks that they cannot focus on other business-related activities. They have to go through resumes one by one and read the candidate's qualifications and experience to see whether they are relevant. In this process, **many quality resumes are misplaced and ignored**. As a result, recruiters tend to hire incompetent candidates. Plus, manual processing of resumes consumes a lot of time which does not let HR managers pay attention to other business tasks.

How would you scan thousands of resumes you get for a single job post?



Comparing the hiring metrics such as qualification, education, experience, etc., from all the resumes is exhausting and time-consuming. You may miss quality resumes while doing so.

Also, manually processing resumes will not work if you have to fill a job position urgently.

This calls for technology. AI jumps in to meet these challenges. AI saves recruiters time and speeds up the recruitment process by automating the entire workflow.

\$17,000 to \$240,000

is the range of average cost of a bad hire which can be exorbitant, according to [Aptitude Research](#).



Myths about AI in HR

Along with every innovation comes a few myths. Human beings are always reluctant to change. While adopting and implementing a new tool or feature, they have a few notions which need to be overlooked to progress further.



75%

About 75% of employers said they had hired the wrong fit and \$17,000 on average is the cost of one bad hire as per [Business News Daily](#)

AI means the death of the recruiter

Many HR professionals believe that AI will take up the job of recruiters. Recruiters feel that their role will become limited, and soon organizations will start relying on only AI to hire candidates. But this is just a myth. In the end, the HR manager/recruiter decides whether to hire a candidate.



Machine intelligence will leave behind human intelligence

It is believed that when machine learning becomes more prevalent, human intellect will become obsolete and automation will take over completely. But this myth needs to be debunked. Humans will always have control over important decisions. Automation is solely used to make our life easier.

AI is a robot

When we talk about artificial intelligence, people start imagining robots working on solving our problems. But this is not true. AI is present in the computer system and works in the background. You can only hear this technology through voice recognition.

Learning is the same in AI and Humans

This isn't true. The learning ability of both human beings and AI is different. AI learns from a process known as machine learning. The system will be shown examples; this is how it learns a procedure.



55%

As per [Forbes](#), 55% of companies invest in recruitment automation and believe it'll enhance efficiency and enable data-driven judgments.



What is the **Future** of AI in HR?

Chatbots

Chatbots are the best way of communicating with candidates on behalf of recruiters. The delivery of candidate experience starts with them. A tinge of personalization is the foundation of providing an excellent candidate experience.

Predictive recruitment analytics

Predictive analytics helps recruiters to close jobs more quickly than manual candidate evaluation. Candidate behavior in the future can be anticipated, based on which hiring decisions can be taken quickly.

Virtual reality

A disruptor in the hiring process, virtual reality is another way of delivering an effective candidate experience. This concept allows potential candidates to experience the workplace environment in a high-tech fashion by sitting in just one place.



17%

According to [Forbes](#), 17% of organizations use AI-based solutions in their HR functions, and another **30%** plan to do so in 2022.

Mobile apps

Candidates expect a prompt reply for recruiters, be it about the job application status, selection, or any other intimation. Social media and SMS messaging are gaining popularity when communicating with candidates.



The **Best** Use Cases of AI

Candidate Sourcing

AI can identify the right fit by scraping resume databases intelligently. There are intelligent sourcing tools that facilitate candidate rediscovery.

AI also has the power to enhance the candidate experience. Candidates often complain that most companies do not provide timely communication about their queries, application status, etc. Use chatbots to provide instant updates to candidates.

Candidate Screening

AI-powered recruitment solutions, such as resume parser, can screen resumes automatically. AI tools provide a fantastic opportunity to remove unconscious bias from recruitment by focussing only on qualifications, experience, skills, education, etc.

Data-driven insights help determine which candidate is a good fit for the organization.

Candidate Matching

Recruiters have a vision and know what they are looking for in a candidate. Manually comparing the qualifications of candidates is never easy. This is where AI comes into the picture and shortlists the best candidates.

Candidate Profile Enrichment

AI can enrich the candidate's profile with the latest information by fetching the data from social media. AI tools and apps can verify if the candidate information is authentic. Recruiters can, thus, analyze if the candidate is a good fit for the job position. Employers can create skill profiles, perform skills gap analysis and conduct automated assessments.

Candidate Interviewing

Automate the process of scheduling interviews by using AI-powered recruiting tools.

Video interviewing tools are perfect for candidates who live far away from the office and can't make it for a face-to-face interview.

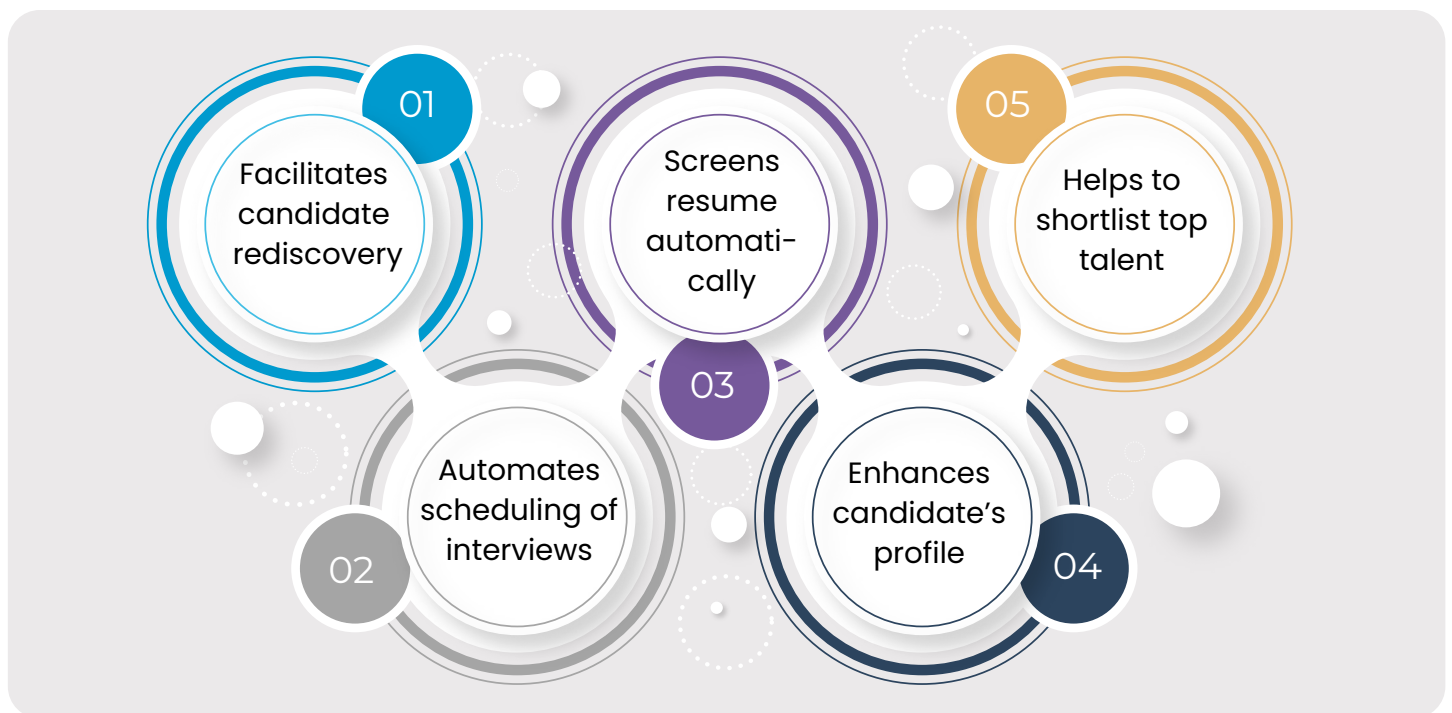


Face recognition apps can judge the candidate's facial expression when asked a specific question.

“Video assessment of candidates will rapidly expand.”

– Josh Bersin, Deloitte

Artificial intelligence has played a profound role in reshaping the concept of hiring. With new technological innovations, HR has simplified the recruitment process and changed how HR works while hiring candidates. Innovative technologies now easily manage the boring and monotonous tasks which consume the maximum time of HR professionals.



Impact of AI on Talent Acquisition

Artificial intelligence has seeped into every aspect of the recruitment industry. Where talent acquisition was a challenge at one point, it has now been simplified with automation. The recruitment industry is witnessing a significant change in hiring candidates with the increasing usage of recruitment analytics solutions. Here's how AI helps in talent acquisition:

Approx. **890 million** jobs will be created by automation by 2030 compared to jobs lost as per [Workplace](#).



1. Enhance Candidate Assessment

Predictive analytics talks about candidates' job-changing behavior in the future. Also, relevant and authentic information about candidates helps better assess and promotes quality talent acquisition.



2. Quick Hiring Decisions

Recruiters can shortlist candidates by merely looking at the parsed data, and based on their interviews; jobs can be closed quickly. This simplifies the entire recruitment process.



3. Smart Talent Acquisition

Relevant resumes are often ignored when screened manually. But this isn't the case with automation. When resumes are screened according to skills and qualifications, what recruiters get is quality hire.



4. Less Human Bias


Artificial intelligence eliminates human bias by screening candidates on behalf of their qualifications, skills, and experience. There is no scope for favoritism when resumes are sorted out through automation.



AI for **Enhanced** CX

Candidate Experience – What does it mean?


Candidate Experience (CX) is one of the essential aspects of attracting talented professionals. This popular buzzword signifies how candidates feel about your company once they've experienced the hiring process. Regardless of what they think, good or bad, candidates' decisions are influenced to apply or leave your company's offer.



70%

and more job seekers say they want feedback on an interview as per [Greenhouse.io](https://www.greenhouse.io)

How does this impact your business? There shouldn't be any room for delays or a laidback hiring process when contesting to get a professional on board. The candidate's experience, despite getting hired or not, will eventually contribute to building or tarnishing your company's reputation while signifying your workplace culture.



60%

Nearly 60% of job seekers are unimpressed by time-consuming recruitment processes and are demanding companies create a more modern recruiting experience, as per the report by [Greenhouse.io](https://www.greenhouse.io).



Benefits of a **Positive Candidate Experience**



Gives your company a competitive edge among talented professionals.



The candidates get a realistic image of the work culture.



There's a feeling of being valued and respected that further enhances work quality.



The brand value as an employer increases.



The candidates, whether successful or not, will have a positive impression of the company.



A quick and uncomplicated application process is good for the candidates and business.



Less of your team's time is devoted to filling the position. This cuts down the cost-to-hire digits.

92%

is the candidate drop-off rate for people who click 'Apply' but never complete an application, per the report by [SHRM](#).



The **Challenges** of Developing a Positive Candidate Experience

Lengthy Application Form

Candidates usually end up wasting time filling in the details that are already mentioned in their CV, and that's what makes them exit the page. There are high chances of them switching to the competitor's career page, and you end up losing a potentially qualified professional.

No Awareness

A survey conducted found that nearly **82%** of the employers believe that a bad candidate experience has little to no impact on the company's brand or reputation. This explains why candidate experience isn't given any heed.

An Increasing Recruiter Deadlines

The average number of open applications that a recruiter needs to close is around 30-40. Without the recruiting tools to assist, the recruiters find it difficult to offer a speedy response and maintain constant communication with job seekers looking for a positive candidate experience.

Expectations VS Processes

One of the candidate's prime requests is to be timely notified even if they've been rejected for the position. This imperative disconnect suggests that a significant chunk of the employers will lose out on a great talent pool until they have tools and software that help to create an efficient and streamlined recruiting procedure.



Tips to Enhance Candidate Experience

Revamp Your Application Process

Requiring candidates to repeatedly fill in the details already mentioned in their CV isn't necessary. With the automated system in line, the bottlenecks that otherwise frustrate the candidates are erased from the system, thus reducing the drop-off rate.

Include Situational Tests

A great approach to enhance the candidate experience is by adding interactive judgment tests within the hiring process. As the name suggests, the candidates are given a situation they might experience in the job and what their strategy to tackle it will be. This way, the candidate's response can be assessed.

A Crisp Job Description

Providing enough details about what's required and expected should be included, but that in no way means that it needs to be extended into paragraphs. Ensure that enough information is offered but isn't exaggerated to the extent that it frustrates the candidates.

Timely Follow-up

Whether it's an interview invite or a rejection mail, the candidates deserve to be apprised in both situations. If you follow a two-day rule, a positive candidate experience is achievable.

Cooperate with their Schedule

One of the best approaches for a positive candidate experience can be to confirm the candidate's time for an interview. With the information in hand, you'll be better able to chalk out an interview call, even if it means scheduling it for later in the day.

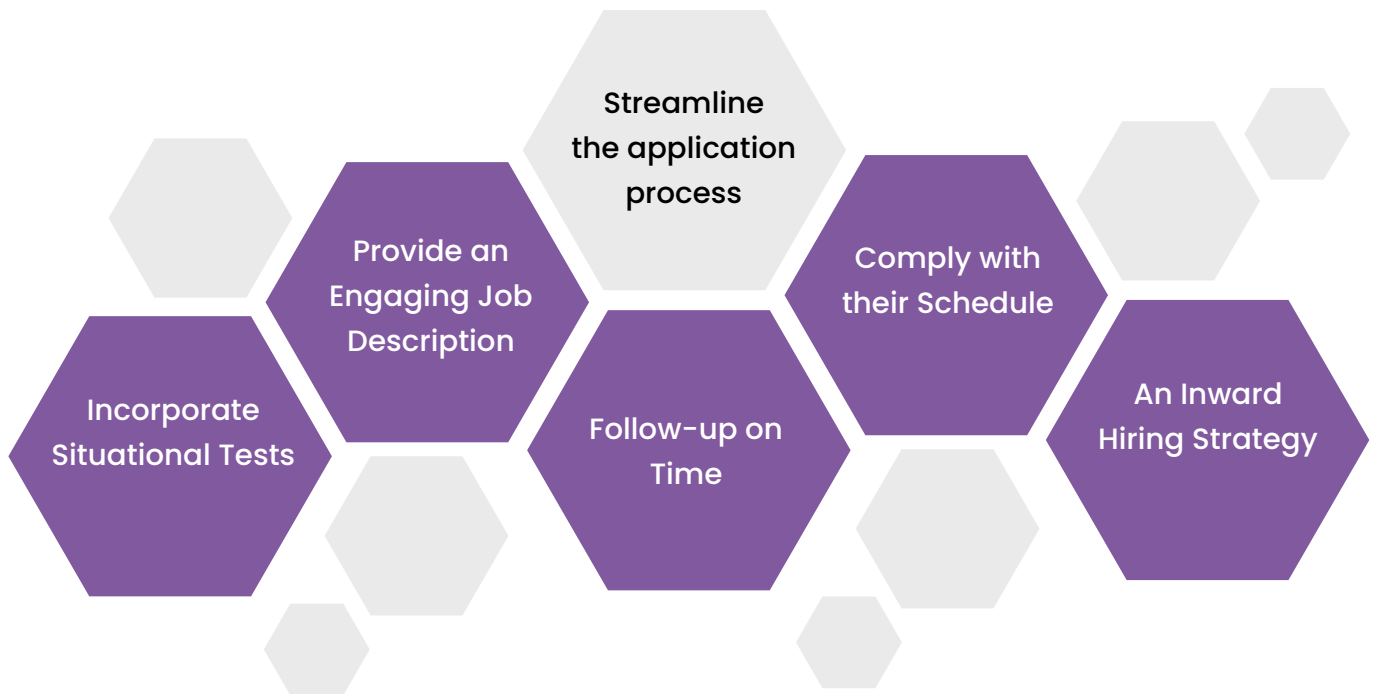
An Inbound Recruiting Strategy

It's one strategy where you work proactively to seize the candidate's attention aiming to make them select you as their next employer. Connecting with passive and active candidates via a strategy that's a blend of creating content that shows their career growth with you, connecting with them through social media platforms, and how your company's culture will harness their interpersonal growth.



Candidate Feedback is Equally Important

Providing feedback to the rejected candidates is essential. It has been proved that if the candidate finds the feedback constructive, they will consider applying for the roles in your company in the future four times more. But, don't forget that recruitment is a two-way road. Getting the candidate's feedback is equally important for him to feel that their opinion matters. Plus, the insights shared can prove valuable in enhancing your candidate experience.



A Positive Candidate Experience with RChilli

Parse

Once RChilli resume parser is integrated with the Applicant Tracking System (ATS), it facilitates quick resume submissions. The candidates only need to upload the resume and the parser automatically fills the data fields.

Match

RChilli's matching technology helps by providing job recommendations matching their resumes, and even a specific job position.

Taxonomy

RChilli enhances the candidate experience by showing them the recommended job titles while searching.



RChilli and its **FIVE Verticals**

Resume/JD Parser

A deep learning framework that identifies complete info from resumes & enriches it through taxonomies.

RChilli resume parser extracts the resume information in 140+ data fields.

Configuration of data fields available for bias-free recruitment.

Bulk import allows parsing multiple resumes/jobs in a go.

Allows users to parse resumes/jobs from single or multiple email inboxes.

Search & Match Engine

RChilli's Search & Match API allows you to search and match candidates & jobs with great relevancy and accuracy.

Find a localized candidate with geographical search

Get complete data in batches through pagination

Refine your search with faceting/filters

Custom weightage/scoring to differentiate your search with good-to-have/ must-have

Resume Redactor

With RChilli's resume redactor, find top talent by removing bias from the recruitment process.

Shortlist candidates based on skills rather than biased parameters.



Remove the biased information from the resume.

More relevant candidates are forwarded to the hiring manager.

Organizations increase diversity, and they hire based on talent.

Taxonomy

RChilli Taxonomy 3.0 offers a comprehensive collection of skills, job profiles, and related information.

Taxonomy 3.0 can easily map with the local govt. databases.

Organize resumes with Ontology: A step-by-step classification of resumes and jobs.

Enhance search results by getting keyword recommendations through related skills/jobs.

Get recommended skills and job titles with skills/jobs alias.

Data Migration

Streamline the process of onboarding new clients into an ATS by seamlessly migrating their data from their old ATS/CRM to the new ATS.

Easily migrate data keeping the data security intact

Reduce data migration costs

Simplify the complex data structures



About RChilli

RChilli is the trusted partner for parsing, matching, and data enrichment, providing companies, in 50+ countries, with solutions built for the future of technology and recruiting. RChilli's innovative products, backed by an industry-leading tech stack, power the processing of 4.1 billion+ docs a year for 1600+ top global recruiting platforms. Enabling companies to hire better talent faster since 2010, RChilli is ISO 27001:2013, SOC 2 Type II, and HIPAA certified and GDPR compliant.

RChilli also has its multilingual resume parsing app available on Oracle Cloud Marketplace and Salesforce AppExchange.

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