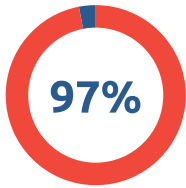


HR.com's Future of AI and Recruitment Technologies 2024-25

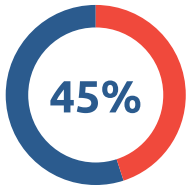
Create a powerful AI-recruiter partnership to help cut through hiring challenges



The vast majority of organizations use some sort of talent acquisition technology, but many of them feel their systems are only average or worse



use some sort of recruitment technology



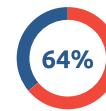
But just

of those rate their stacks as good or excellent at improving overall recruitment capabilities

Just two TA technologies are used by over half of respondents:



applicant tracking system



employment hiring platforms

So, what can most organizations do to improve the performance of their recruitment technologies?

First, seek out organizations that use their recruitment technologies well



We refer to such organizations as recruitment technology leaders* and compare their practices to those of average respondents and to recruitment technology laggards**.

Second, like those leader organizations, strive to better leverage recruitment technologies

Compared to recruitment technology laggards, leaders are:

- ✓ more likely to use a variety of recruitment technologies such as:
 - applicant tracking systems
 - employment hiring platforms
 - background and reference checking software

- ✓ far more likely to say they use most of those technologies effectively!



Third, use recruitment technologies to derive better people analytics

Only a minority of all respondents say they're above average or excellent at leveraging the following metrics:



retention of new employees



time to fill (or time to hire)



quality of hire



candidate experience

But a majority of recruitment technology leaders use each of those metrics, indicating they have a competitive edge at gauging the success of their overall recruitment functions.

Fourth, use those technologies to hire better quality talent

45% of all responding HR professionals would rehire at least 80% of their last year's hires, compared with

just **23%** of recruitment technology laggards

fully **61%** of recruitment technology leaders



What's more, leaders are almost **5X** more likely than laggards to rehire more than **90%** of those hired in the last year.

Fifth, strive to leverage artificial intelligence better

Of all respondents that use AI, most are applying it in:

61% automating job descriptions

55% candidate communication

45% resume filtering

They also say AI benefits them most in:

49% converting job descriptions into job advertisements

37% improving candidate experiences

37% efficient screening of applicants

Recruitment technology leaders, however, are far more likely than laggards to be "power users" of AI for recruitment. They are:

20X more likely to use AI "to a large extent"

over **5X** more likely to use AI for initial candidate screening

over **3X** more likely to use AI for automated first round of interviews

Sixth, prepare well for the near future by considering what your organization wants from recruitment technologies

Over the next **two years**, organizations looking to buy TA tools and technologies will mostly look for ways to improve:

67% candidate experience

63% analytics and tracking

57% identification of the best candidates

Consider these strategies

- ✓ **Ensure** clarity on your recruitment goals (for example, improving quality of hire)
- ✓ **Deploy** good recruitment-related metrics and analytics
- ✓ **Invest** in AI but be aware of hallucinations, bias, and ethical issues that come with it

- ✓ **Monitor** technology advancements and adjust budget as needed
- ✓ **Upskill** your employees to avoid depersonalization (caused by AI)

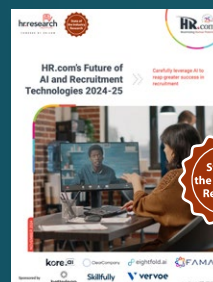
About the Survey:

HR.com's "Future of AI and Recruitment Technologies 2024" survey ran from July to September 2024. We gathered responses from 237 HR professionals in virtually every industry.

Respondents were located around the world, but predominately from North America. The participants represented a broad cross-section of employees by workforce size, ranging from 100 to over 20,000 employees.

*Recruitment technology leaders are those who rate their talent acquisition technology stack in terms of its ability to improve the overall recruitment and hiring capabilities of their organization as "excellent" or "good."

**Recruitment technology laggards who rate their talent acquisition technology "average," "below average," or "poor."



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