**HR** Daily Advisor

# YOUR GUIDE TO HR TECH IN 2024

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# THE LINK BETWEEN EMPLOYEE HAPPINESS AND COMPANY TECHNOLOGY

**By Taylor McKnight, Microtouch**

Today's employees demand more from their employers than ever before. Many employees expect things from business tech to improve their work process and create a more effective supply chain. Those companies that lack investments in business tech will see a higher turnover rate and often a loss of their company's top talent.
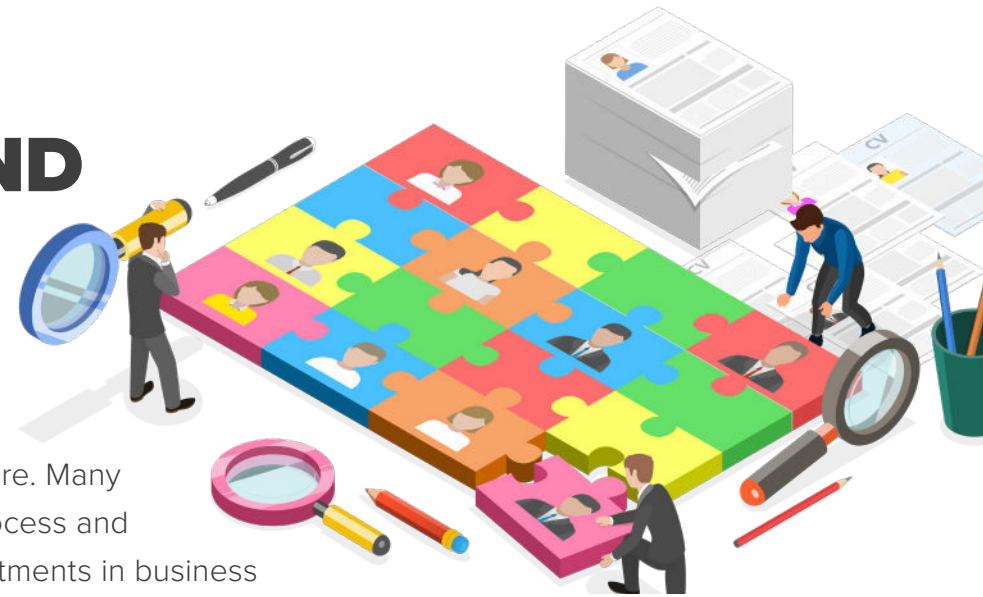
## A WHAT EMPLOYEES EXPECT

You need to set up a modern work environment with flexible, engaging and productive factors to promote happiness in the workplace. Some may wonder what this would look like in practice but the answer may prove simpler than it looks at first. Let's take a look at how to make employees in the modern work environment happy.

## TAKING A LOOK AT EMPLOYEE ENGAGEMENT

Looking at studies for global engagement, the United States has one of the most engaged workforces in the world. This includes other places like France and countries in the Middle East.

Some of the big reasons for engagement include:
- Confidence in senior leadership's decisions
- Opportunities to learn and grow
- Clear link between work and business goals
- Proactive managers help with career growth

Providing opportunities for things like this will serve as key drivers for growth and happiness in the workplace.

## DEFINITION OF ENGAGED EMPLOYEES

Engaged employees will usually feel happier to perform the work given to them. They will display a few traits that you can look for to see them engaged. A passionate and engaged employee will continue to work for your company longer, and they will put more effort into their work.

Some of the signs that you have a happy employee include:
- Clear and effective communication
- Focus on tasks
- Happy to express ideas
-  Shows support to company and coworkers
- Open to learning and growth opportunities

## HOW BUSINESS TECHNOLOGY PLAYS A ROLE IN EMPLOYEE HAPPINESS

You can create a huge impact in the workplace just by being an early adopter of technologies. Research shows that technology is one of the keys to keeping employees happy based on studies. They learned how 87 percent

of companies that adopted technology early had positive sentiment toward them in the workplace. Meanwhile, 70 percent of employees were negative about companies that were laggards when adopting technology.

Not only does new technology give you a competitive edge, but it can also reduce employee turnover because they will feel less frustration with the task at hand. They can streamline mundane tasks to make it faster and easier to complete their targets.

## COMPANY TECH THAT EVERY BUSINESS SHOULD INCLUDE TO SATISFY WORKERS

Some technologies you might include are things like AI technologies because they can help you eliminate boring and repetitive tasks. You may also want to include technology that can monitor things without your employees needing to be present for it constantly. Having a customer relationship management (CRM) system can also prove helpful.

## WHAT TECH CAN CAUSE PROBLEMS AMONG WORKERS?

Technology from multiple places can lead to constant notifications that can distract your employees. To get around this, you might turn off the notifications for the less essential technologies because not everything requires an immediate response.

## CONCLUSION

The work environment of today differs greatly from what it looked like even a decade ago. A new generation has taken the place of the older generation, and we see this generation more attached to technology than before. Because of that, you can make a big difference just by becoming a company that stays on top of technology and making the lives of your employees as easy as possible. ∎

# AI IN RECRUITMENT: HARNESSING TECHNOLOGY FOR EFFICIENT HIRING

## By Scott Bartnick, Otter PR

While the traditional recruiting process can take up to six weeks, Builtin.com reveals that today's top candidates are snapped up in 10 days. By necessity, hiring managers are turning to AI systems to streamline their hiring process and enhance candidate selection.

## LEVERAGE AI TECHNOLOGY TO SIMPLIFY JOB POSTING

Manually tracking job postings, updating them, and analyzing their effectiveness can quickly become overwhelming when organizations need to post to multiple platforms. Fortunately, AI-powered job distribution platforms leverage machine learning algorithms and automation to simplify the process.

A centralized dashboard allows businesses to create, manage, and update job postings from a single interface. Users input job details, requirements, and preferences only once. AI-powered platforms ensure that job openings are promptly published on multiple platforms while also providing automatic updates, manual tracking, and real-time monitoring.

As companies enter information, AI algorithms analyze their job descriptions and suggest improvements. These algorithms consider the language, keywords, and formatting that ensures high visibility and appeals to top talent.

AI also evaluates and selects the most appropriate platforms for each job posting based on factors such as industry, job type, and audience demographic. By tailoring job postings effectively, businesses attract candidates who closely match their requirements, resulting in a higher-quality applicant pool.

Once the job listing is posted, AI technology enables businesses to analyze its performance. Analytics tools provide insights into the number of views and applications coming from each platform, allowing businesses to make data-driven decisions that optimize postings and continuously improve recruiting strategies.

## AI TECHNOLOGY DELIVERS ENHANCED CANDIDATE EXPERIENCE

Providing a positive candidate experience is crucial for attracting and retaining top talent. In fact, research finds that 58% of candidates have turned down a job offer due to a poor candidate experience.

With AI's help, companies streamline the application process and enhance the overall experience. For example, one of the most frustrating aspects of applying for a job is filling out lengthy application forms, with a recent poll showing that 60% of job seekers quit an application before finishing it because it is either too long or complex. AI-powered systems now offer "quick-apply" options where candidates apply with a few clicks. By pre-populating fields with information from the candidate's resume or social media profiles, AI saves time and makes the application process seamless.

Traditional phone screenings and in-person interviews also prove time-consuming, with at least 46% of job seekers reporting that their time was wasted. AI introduces video interviewing platforms that allow candidates to record their responses to pre-set questions at their convenience, which reduces scheduling conflicts and provides a more personalized experience.

Additionally, with the increasing use of mobile devices in job searches, AI enables companies to optimize their application process. AI technology creates mobile-friendly application forms that are easy to navigate and complete on a small screen. By providing a user-friendly experience, companies attract a larger pool of candidates and increase their chances of finding the right fit for the job.

## AI TECHNOLOGY TAILORS RECRUITING TO REFLECT BRAND IDENTITY

Many of today's job candidates care more about who they will work for than what they will earn. Research shows that 75% of job seekers will invest time in exploring your brand's reputation before applying.

With this in mind, use AI to show candidates who you are by tailoring job posts to reflect your brand image. AI algorithms analyze the language and tone you used in previous job postings to align new posts with your values and mission. As they read your job posting, candidates get their first glimpse of your company's culture.

AI also customizes your candidate portal to incorporate your logo, colors, and style. Showcasing your unique brand identity creates a professional image and further helps candidates connect.

Finally, AI ensures consistent branding across multiple platforms, such as job boards, social media, and company websites. By analyzing your brand assets, AI generates visually appealing job postings that align with your brand identity to consistently reinforce your professional image and create a cohesive brand presence.

## HOW AI TECHNOLOGY EXPANDS TALENT POOLS BY RECRUITING BEYOND TRADITIONAL PLATFORMS

In today's competitive job market, finding and attracting top talent is no easy task. With the rise of AI, however, you can expand your talent pool beyond traditional job boards and recruitment agencies.

AI-powered tools analyze candidate resumes and job applications faster than any human recruiter. By automating the initial screening process, AI allows recruiters to process a vast pool of applications and identify far more potential candidates than they ever could by manual screening.

While traditional recruitment methods mainly target active job seekers, AI-powered tools tap into a broader talent pool by identifying and engaging with passive candidates. Passive candidates are not actively looking for a job but may be open to new opportunities if the right offer comes along. By analyzing data from professional networking sites, social media platforms, and industry-related forums, AI can identify potential candidates who possess the desired skills and experience. This proactive approach expands the talent pool by reaching out to individuals who may not have considered a career move but could be an excellent fit for your organization.

Additionally, AI-powered tools analyze structured and unstructured data from multiple sources to identify patterns and trends that predict candidate success. By analyzing factors such as previous job performance, educational background, and behavioral traits, AI algorithms determine which candidates are most likely to succeed in specific roles. Predictive analysis enables recruiters to expand their talent pool by considering candidates who may not fit the traditional mold but exhibit potential for success based on data-driven insights.

AI algorithms in recruitment continuously learn and improve by analyzing feedback from hiring managers and monitoring the success of previous hires to refine their selection criteria. This iterative process enhances the accuracy and efficiency of candidate selection, further streamlining the recruitment process.

Embracing AI in recruitment empowers you to stay competitive in today's talent-driven market. AI technology enables you to achieve significant time and cost savings while attracting and selecting top talent. ■

# HOW TO USE CLOUD TECHNOLOGY TO STREAMLINE HR PROCESSES

**By Zac Amos, ReHack**

HR workflows can be time-consuming, and that's something businesses need to change, especially as demand for efficiency rises. Thankfully, cloud computing can help.

TCloud solutions have overwhelmingly exceeded expectations in HR departments already using them. At the same time, cloud transformation is the third-largest challenge HR leaders face today. This discrepancy suggests the cloud's benefits hinge on how businesses implement it. Here are five specific ways you can streamline HR processes with the cloud.

## 1. INTEGRATE AI AND AUTOMATION

Automation is one of the most effective ways to streamline any workflow, as it reduces employee workloads. The cloud is also a natural gateway to this innovation because many cloud-based HR tools include artificial intelligence (AI) and automation features.

Repetitive administrative tasks slow HR managers down. Data entry, payroll, compliance management, and responding to employee questions are common examples. These tasks are also easily automatable through off-the-shelf cloud-based AI and automation tools.

Chatbots can answer questions from employees and applicants, while robotic process automation (RPA) can automate data entry and organizational tasks. Technologies like this also come standard in many cloud solutions or need large data sets, which you can use the cloud to store in one place.

## 2. TRACK APPLICANTS MORE EFFECTIVELY

Another one of the cloud's biggest benefits for HR departments is its consolidation. Cloud storage is automatically scalable so you can store information from multiple sources in one platform, which makes tracking applicants through the interviewing and hiring process much easier.

It takes an average of 44 days to fill an open position. This process would be much faster and easier if you could access everything you need to know about an applicant from a single window at any time. That's precisely what the cloud enables. Cloud applicant tracking solutions streamline recruitment by making it easier to compare candidates, enabling faster decisions.

**"That's precisely what the cloud enables. Cloud applicant tracking solutions streamline recruitment by making it easier to compare candidates, enabling faster decisions."**

## 3. MAKE DATA MORE ACCESSIBLE

Data accessibility is another key cloud benefit to capitalize on. Of the 83% of companies experiencing unexpected advantages from the cloud, 65% say it has increased information access. That's because you can see and manage cloud data from virtually any device, regardless of location or time.

Any information multiple members of your team must access at varying times is ripe for the cloud. That may include applicant profiles, employee records, formal policies, or payroll information.

Ensure your cloud solution meets applicable regulatory and security requirements before moving data to it. That shouldn't be an issue, though, considering that compliance and privacy are common drivers of cloud adoption in the first place.

## 4. REDUCE ONBOARDING FRICTION

Onboarding is an ideal workflow to transform through the cloud. A poor onboarding process limits engagement and can lead to turnover, but it's hard to make it engaging when recruits must bounce between leaders and systems. Cloud computing helps by keeping everything together and streamlining data access.

Cloud-based onboarding platforms let new hires access everything they need in one system from any device. They can also collaborate with and reach out to other employees or leaders more easily, resulting in faster, more effective help. Using a cloud solution to host onboarding materials also makes it easier to track worker performance for more helpful assistance and management.

Cloud systems are often more efficient, as hardware limitations don't hold them back from running newer technologies smoothly. These benefits make onboarding more engaging and helpful, making employees 2.6 times more likely to feel satisfied with their workplace.

**"They can also collaborate with and reach out to other employees or leaders more easily, resulting in faster, more effective help. Using a cloud solution to host onboarding materials also makes it easier to track worker performance for more helpful assistance and management."**

## 5. KEEP EMPLOYEE INFORMATION IN ONE PLACE

The cloud continues to deliver benefits after hiring and onboarding. Cloud platforms are ideal places to store records on current employees to facilitate more efficient management.

HR management features commonly come with cloud enterprise resource planning (ERP) solutions, giving you one place to store employee data. That way, you can turn to the same system whenever you need to look something up on a given worker. It also makes it easier to share information as necessary with other HR professionals or company leadership.

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## HR WORKFLOWS NEED THE CLOUD

Conventional approaches to HR workflows are too inefficient to remain effective in a digital future. Embracing the cloud today can give you the agility to keep up with other business functions tomorrow.

Applying cloud solutions to these five areas will yield some of the most significant benefits. You'll then see a quicker return and more meaningful improvements in your HR workflow timelines.■

# SPONSOR Q&A

**Name:** Ashutosh Garg, Co-CEO & Co-Founder, Eightfold AI

**Biography:** Ashutosh Garg, Co-CEO and Co-Founder at Eightfold AI, brings decades of machine learning and search experience. He was previously the Chief Technology Officer (CTO) and Co-Founder of BloomReach. Prior to that, he worked at IBM Research and Google. He is also a prolific publisher/inventor, with a book on machine learning, 30+ papers, and 50+ patents. Ashutosh holds a BTech from IIT-Delhi and a Ph.D. from UIUC and has earned numerous awards for his research, including the best thesis award at IIT Delhi, an IBM Fellowship, and an outstanding researcher award at UIUC.

## What are the top business challenges HR leaders face today that technology can mitigate or solve?

In today's business environment, whatever your biggest organizational challenge is, HR is going to be involved and thankfully the technology is here to support them. For example, if your team is buried under thousands of applications and needs to evaluate them while maintaining your organization's values and seeking out extremely specific skill sets, there's an answer. If internal progression, upskilling and cross-skilling your current teams are a pressing need, today's offerings can lay out a path for them to follow, without using cycles from your HR team. There are thousands of examples, but it boils down to this — employers and employers have long demanded speed, efficiency and agility for a number of repetitive and often tedious HR tasks, and they've arrived.

## How does your company support HR leaders when it comes to addressing these challenges?

HR leaders have never had a greater impact on their organization than they do at this very moment. In fact, talent has become such a critical part of every business that building a workforce properly serves as a differentiator against competition. At Eightfold AI, our platform applies artificial intelligence to every talent decision, bringing in the right people and helping them flourish and remain in your organization.

## How are you currently using AI, and what trends do you anticipate seeing over the next year with AI?

We are still scratching the surface with generative AI – on both sides of the coin. Job descriptions or resumes can be expanded upon and built in an instant. Pathing is improving throughout the online job process, often assisted by a bot. AI in particular has a talent for extrapolating and expanding on skills and experiences that might not have otherwise been prioritized as a requirement for any given role. Bringing new levels of capability and speed to these processes is what AI is all about.