Introducing Automation and AI in Recruiting: Balancing the Risks and Rewards in a Modern Hiring Environment

If conversations on social media and in popular press aren’t apparent enough, consider this your official notification: AI is no longer the future; it’s the present. Whether in response to the labor market or the heavy competition to nab top talent before other businesses, it’s clear recruiters and companies are turning to AI technology like never before.

**Examining the Concerns of AI: Combating Skepticism in Recruiting**

**Concern: Obsolescence**

The number one fear of most recruiters is that AI will take their jobs. The truth, however, is that recruiters who embrace AI will have job security and a more strategic role within their organization.

**Concern: System Failure**

AI in recruiting is not a new concept. Early applications promised much and delivered little, leading to investment in technology with little return. It’s understandable to take pause before implementing technology that could be a dud.

**Concern: Bias**

Some of the most notorious failures of technology involve AI application releases with the best of intentions. Few can forget Microsoft’s ‘Tay’, the AI-powered chatbot that spewed offensive racist statements on Twitter, which helped highlight the dangers of AI left unchecked.

**People, Process, & Technology**

Using AI-powered technology in recruiting requires people, processes, and technology. Empathetic people exercising critical thought and judgment to shape processes that root out and address bias through technology will ensure a diverse, qualified candidate set. With thoughtful oversight and implementation, that’s the mission AI can help serve.

**Keep Focused on the Human Element of Recruiting**

AI should be regarded as a support or co-pilot function where recruiters and AI assistants complement one another instead of battling for dominance. Whether in response to the labor market or the heavy competition to nab top talent before other businesses, it’s clear recruiters and companies are turning to AI technology like never before.

**Adopting New Technology**

For all the promise of AI-powered technologies, some talent acquisition and recruiting practitioners are risk-averse when it comes to adopting these newer technologies. But are the concerns warranted? Let’s dive in.

**Concerns of AI**

- **Concern: Obsolescence**
  - 42% of recruiters believe that AI will help them become more strategic in their role.
  - The automation, analysis, and insight that AI provides can be leveraged to enable recruiters to focus on higher-value activities, such as reaching out to qualified applicants and hiring managers to accelerate identifying, interviewing, and hiring the right candidate.

- **Concern: System Failure**
  - 47% of companies plan to increase spending on sourcing, including intelligent sourcing technology.
  - The failure of the first generation of AI applications created lesson in which today’s systems are based.
  - One of those lessons is universal — AI is not a magic wand, nor a stand-alone technology you can bolt on for recruiting success. It success is a combination of people, processes, and technology all working together to solve a problem.

- **Concern: Bias**
  - 42% of recruiters believe that AI will help them become more strategic in their role.
  - The automation, analysis, and insight that AI provides gives recruiters more time for personal interaction with both qualified applicants and hiring managers to accelerate identifying, interviewing and hiring of the right candidate.

**77%** of businesses are interested in using or currently using more advanced AI to support sourcing efforts.

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**63%** of companies are investing or planning to invest in AI solutions this year, compared to 42% in 2020.

**30%** of time recruiters spend on sourcing can be saved by using intelligent sourcing technology.

If you are ready to learn more, download our Automation and AI in Recruiting: Balancing the Risks and Rewards in a Modern Hiring Environment Report.