How to Automate Your Recruitment Process

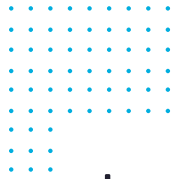## (and Keep the Human Element)

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Introduction

HR professionals who do not automate processes lose an average of 14 hours per week manually completing tasks that could be done programmatically.

Though some recruiters worry that automation will make their employer brand feel sterile or robotic, the opposite is true. Automation frees hiring stakeholders from the necessary yet tedious tasks that take their attention away from candidates.

Automated workflows enhance recruiters' effectiveness in several ways:

- Accelerate time to hire.
- Increase the amount of resources available for candidate engagement efforts.
- Improve process visibility across hiring teams.
- Reduce unconscious bias in hiring decisions.

Forget about images of faceless robots replacing recruiters. Automation enhances the human element of recruiting and ultimately leads to better quality hires.

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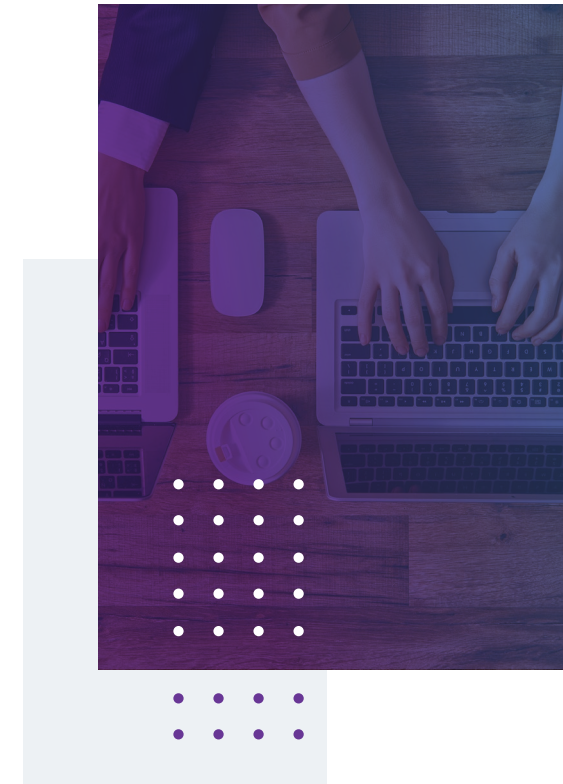
How automation makes recruitment more human

One of the most common misconceptions about automation is that artificial intelligence will replace human workers. However, recruitment automation actually helps recruiters by removing time-consuming tasks from their workloads.

Recruiter responsibilities fall into two categories:

1. Low-value: Necessary tasks that move processes forward, but don't contribute much value to the organization's long-term mission. Examples include posting to multiple job boards and scheduling interviews.

2. High-value: Important tasks that add value by increasing quality of hire or controlling costs by reducing turnover. Examples include conducting phone interviews and developing skills gap assessments.

Automation allows recruiters to replace low-value tasks with high-value human interactions that drive results with both internal stakeholders and candidates.

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Current AI recruitment trends

Artificial intelligence solutions designed to reduce time-consuming tasks generate new benefits for hiring teams. An automated applicant tracking system (ATS) can bring many advantages to an organization.

Workflow automation

An ATS empowers hiring stakeholders to save time and resources with automated recruiting workflows. As candidates move through the pipeline, for example, hiring teams can trigger automatic responses to notify candidates that their applications have been received, they've moved onto the next round of interviews or that they're no longer being considered for the role.

Candidate rediscovery

Organizations often have high-quality candidates that get lost in their pipelines. Recruiting technology allows teams to identify and re-engage these candidates within their databases who might be a good fit for newly available positions.

Hiring diversity

Automated candidate screening reduces unconscious bias by highlighting candidate skills and experiences exclusively. This allows recruiters to spend more time developing genuine human connections with job seekers.

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What tasks can be automated?

Automating tasks saves time and maximizes resources at every stage of the hiring process.

One-click job posts

The average candidate looks at seven job sites when searching for a new position. Posting open roles to a variety of job boards ensures maximum visibility, but doing so requires time and resources that most hiring teams can't afford to lose.

An ATS gives recruiters the ability to write just one listing and post it everywhere with a single click.

Resume screening

Reading and reviewing candidate resumes is an essential yet time-consuming part of the recruitment workflow. Automated systems make it easier to review documents, capture feedback from multiple stakeholders at once and vote to reject or approve the candidate.

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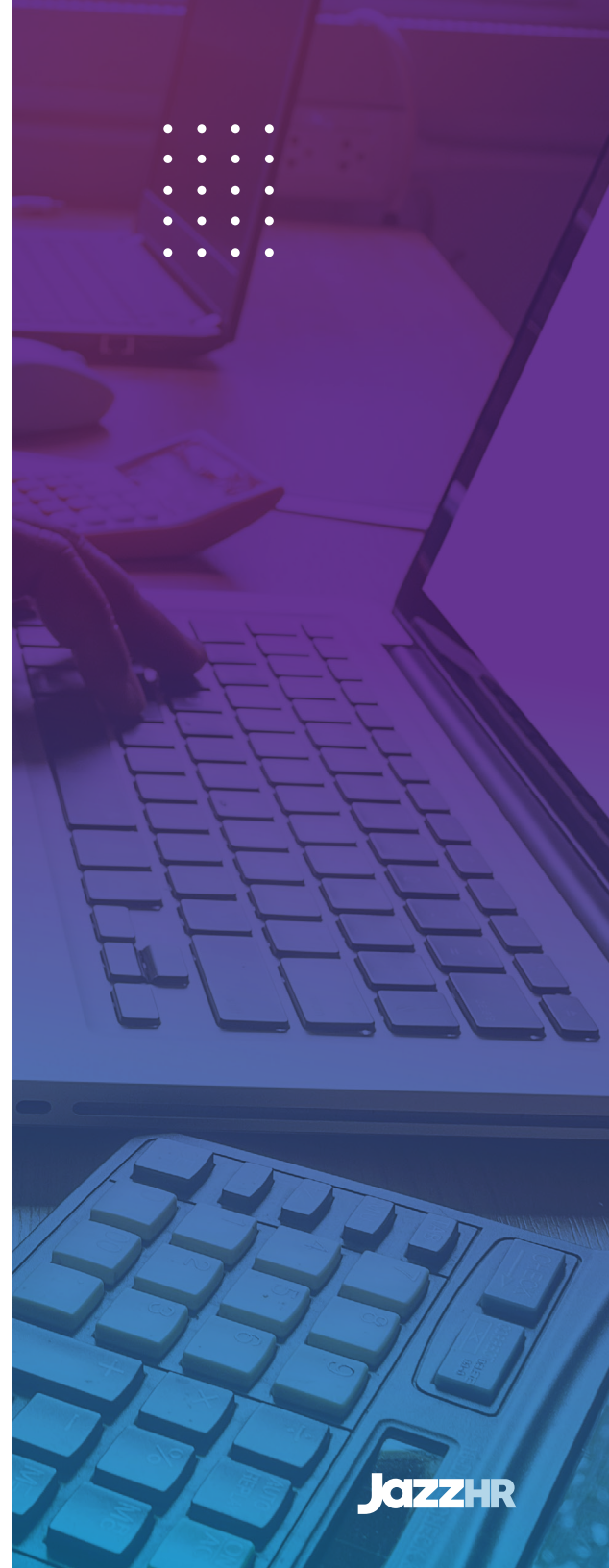
What tasks can be automated? (continued)

Interview scheduling

Scheduling interviews requires recruiters to coordinate with both candidate and internal stakeholders. This manual process can reduce candidate interest and even cause him/her to disengage in the recruiting process as a whole.

Automated scheduling eliminates the tedious back and forth of checking calendars, sending invites and modifying interviews. Recruiting software allows teams to suggest times, confirm availability and even have candidates self-schedule.

Hiring team collaboration

Gathering hiring-team feedback is critical to successful collaborative recruiting, but also takes valuable time and manual effort. Recruiters are forced to chase down stakeholders for input rather than focusing on more high-value tasks like branding or sourcing.

An ATS allows stakeholders to enter their feedback, store it in a central location and make it visible to the rest of the hiring team. Functionalities like this increase visibility and make next steps clear.

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What tasks can be automated? (continued)

Rejection letters

The average job opening receives at least 36 applications. Crafting personalized rejection letters for each candidate who isn't the right fit takes away time and resources from other recruiting responsibilities.

An ATS allows recruiters to send personalized rejection letters automatically once a candidate moves into a rejection phase. An auto-populated template with relevant information instantly triggers when a hiring manager removes candidates from consideration.

Social media posts

Almost all recruiters (94%) use social media to source talent, with many using more than one platform. Crafting a unique post for each platform takes unnecessary time and effort.

An ATS empowers recruiters to manage their social media campaigns from a central dashboard. In a few clicks, recruiters can post jobs and related recruiting content to multiple platforms.

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What are the challenges of automation?

Organizations get the most out of recruitment software when the whole hiring team uses the technology. Getting the initial buy-in from stakeholders can be challenging, but it's worth the effort.

Gaining stakeholder adoption

Training an entire team on new technology takes a significant amount of time. Instead, start by identifying employees who have already voiced their support for automation and help them to champion the system.

Once they've mastered the system, these experts can also spread the word about the benefits of automation cross-functionally.

Battling unfounded fears of automation

Employees who are unfamiliar with automation may be initially wary of new technology. Team members are more likely to use a system if it:

- Helps them advance their careers.
- Offers better efficiency and collaboration.
- Makes their work easier

How automation supports a healthy pipeline

Pipeline recruitment helps recruiters to identify qualified talent quickly for existing openings. A robust pipeline reduces time to hire without sacrificing the quality of chosen candidates.

Automation keeps candidates moving through the pipeline by re-engaging those who weren't the right fit for a previous opening, but may be for a new position. Candidate rediscovery tools, for example, can uncover qualified candidates who have already been through the initial screening phase.

In addition, automation reduces stagnation by providing pipelines with a fresh flow of candidates. When candidates don't hear back from recruiters in a timely manner, they may become disengaged. Auto-generated drip emails and newsletters keep these individuals active in the hiring process.

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Looking ahead

Automation and artificial intelligence improve recruitment by streamlining processes, increasing candidate engagement and reducing friction. Potential uses for automated technologies are far-ranging.

Blockchain

Though most commonly associated with cryptocurrencies, blockchain technology stores   information in a way that cannot be altered and can be applied to recruiting for storing resumes. During the verification period, for example, blockchain can ensure information isn't faked or exaggerated.

Chatbots

Intelligent chat programs can make it easier to transmit and receive information between job seekers and organizations. Chatbots can replace FAQ pages, for example, and ask for basic screening information from site visitors.

Gamification

Applying game-like elements to the recruitment process can improve candidate engagement and speed up hiring workflows. Already, some companies have developed web-based games that can test a candidate's time-management capabilities.
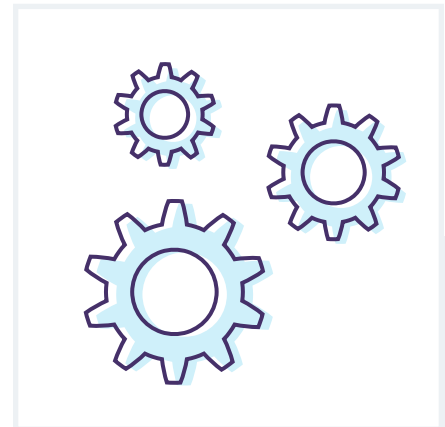
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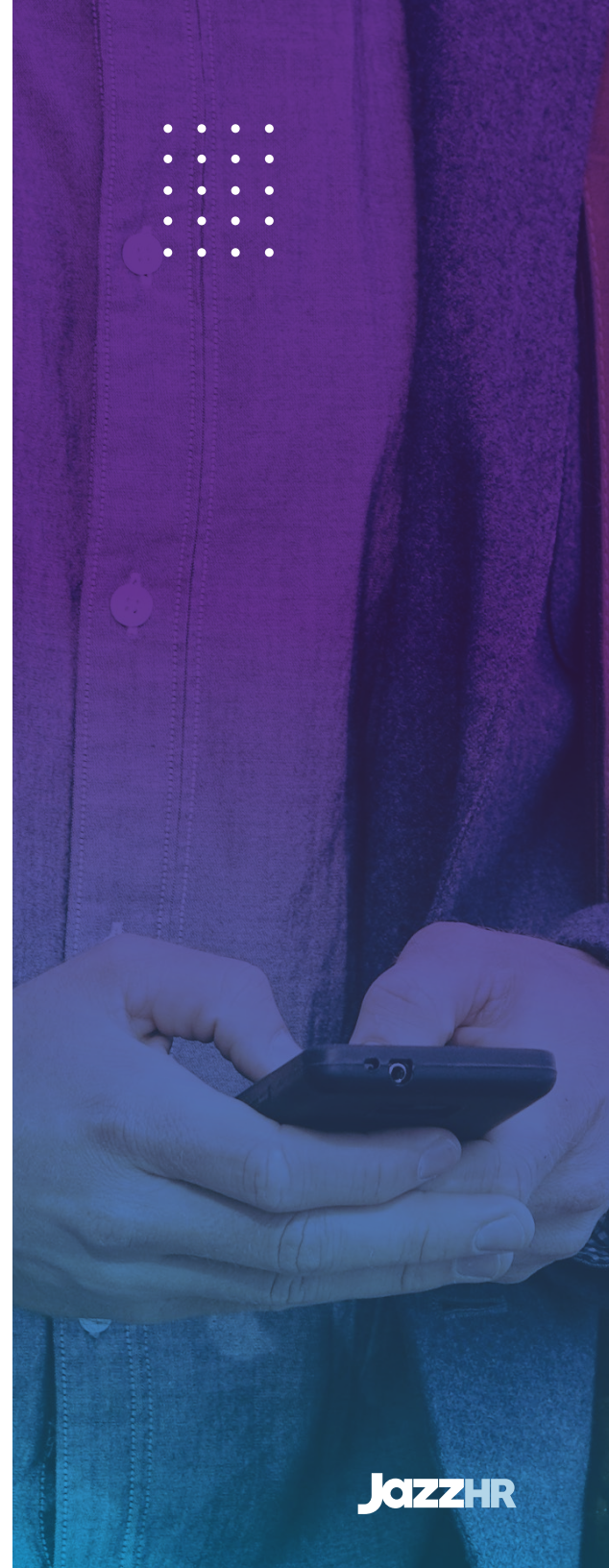
Conclusion

Recruitment automation saves time and generates more opportunities to create human connections between hiring stakeholders and job seekers. Automation augments human capabilities, benefiting the entire organization.

By automating recruitment processes, hiring stakeholders gain:

- More time to spend with individual candidates.
- Greater visibility into processes and pending tasks.
- A healthier recruitment pipeline.
- Improved quality of hire.
- Reduced time to hire.

At its core, recruitment is about making deep connections that add value to an organization. By reducing or eliminating tedious tasks, recruiters can focus on high-value activities.

Sign up for a free demo of JazzHR to learn more about how to gain the benefits of recruitment automation at your company.

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