

ideal.

ARTIFICIAL INTELLIGENCE  
FOR RECRUITING

 @ideal

 @somenmondal




HR OPEN  
STANDARDS

ideal.

# When A.I. Meets HR: Data, Trends & the Future of Recruiting

**Somen Mondal**  
*CEO & Co-Founder of Ideal*



 @ideal

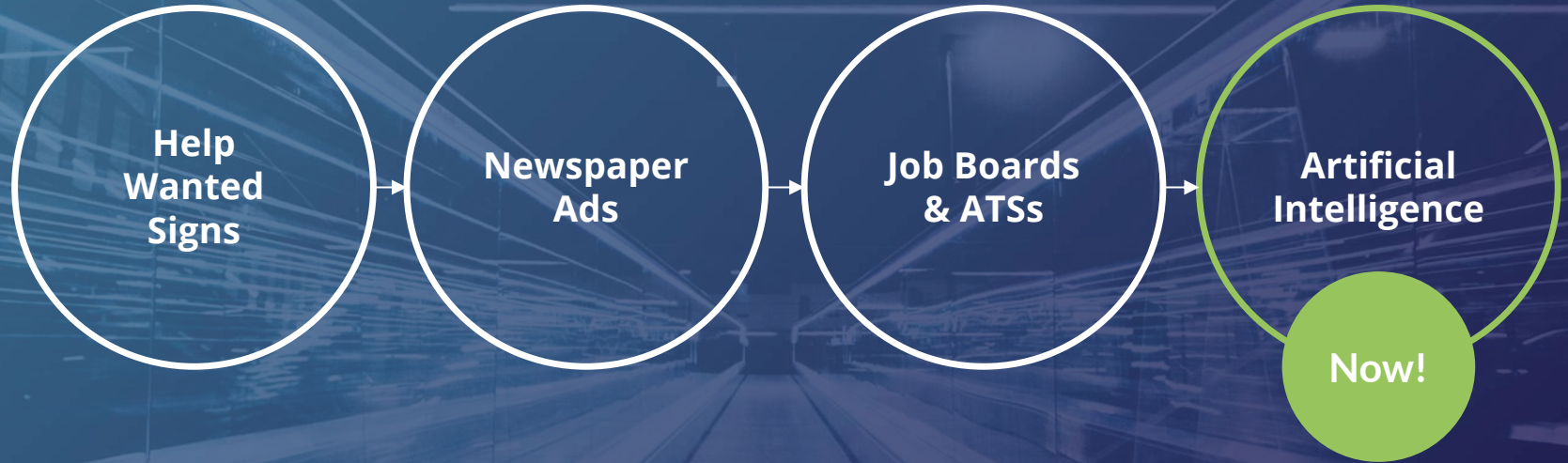
 @somenmondal



HR OPEN  
STANDARDS

**ideal.**

# From Where We Started to Where We're Going



 @ideal

 @somenmondal

**ideal.**



65% of candidates say  
they applied to more than  
10 opportunities



@ideal



@somenmondal

ideal.

On average,  
up to 88% of candidates  
are unqualified



@ideal



@somenmondal

ideal.

“Some people call this artificial intelligence, but the reality is this technology will enhance us. So instead of artificial intelligence, I think we'll augment our intelligence.”

— Ginni Rometty

 @ideal

 @somenmondal

**ideal.**

# In the Beginning



 @ideal

 @somenmondal

**ideal.**

# Agenda

- What What Is A.I. and Why Does HR Need It?
- A.I. for the Candidate Experience
- A.I. for the Recruiter Experience
- What This Means for You & Your Company

 @ideal

 @somenmondal

**ideal.**



# Artificial Intelligence Defined:

Artificial intelligence is when computers and machines can mimic **human abilities** such as learning, communicating, and pattern matching.

 @ideal

 @somenmondal

**ideal.**



# What year was the term A.I. coined?

 @ideal

 @somenmondal

**ideal.**



# 1956!

 @ideal

 @somenmondal

**ideal.**

# Why Has A.I. Taken Off?



@ideal



@somenmondal

ideal.



# Why Has A.I. Taken Off?

## The Shortening Waves

Mainframe



1947

Minicomputer



1965

PC



1981

Internet



1995

Smartphone



2007

90% of the world's data  
has been created in the  
last two years



@ideal



@somenmondal

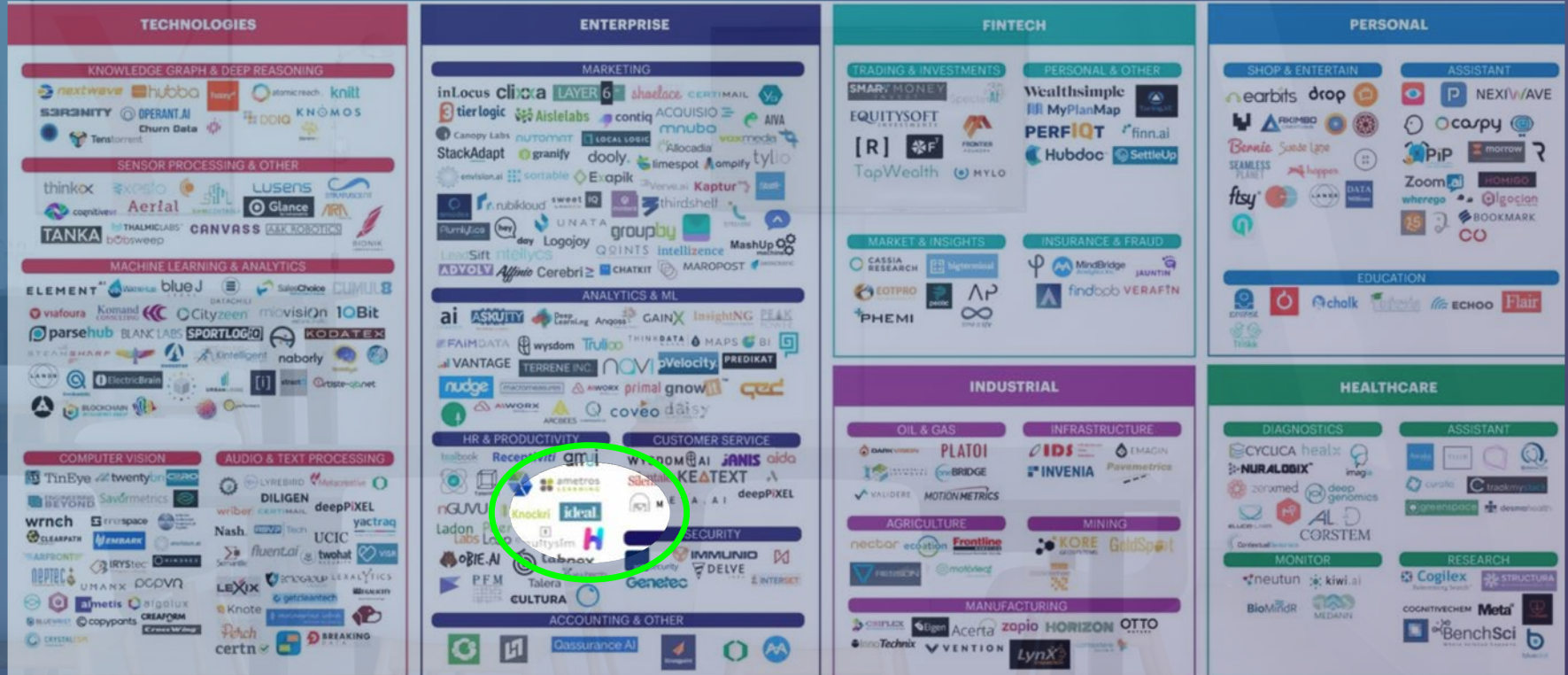
ideal.

# The A.I. Landscape





# The A.I. Landscape





# A.I. In Pop Culture

**Deep Blue beats Garry Kasparov**

Watson beats both Brad Rutter and Ken Jennings by a significant margin.

1997

2011

2017

**AlphaGo won a three-game match against Ke Jie**

Surprising as AlphaGo is an extremely complex game and Ke Jie was the top player in the world.

**IBM Watson beats the greatest Jeopardy champions**

Watson beats both Brad Rutter and Ken Jennings by a significant margin.



@ideal



@somenmondal

ideal.

# Everyday A.I.

**NETFLIX**



Gmail



**Spotify**<sup>®</sup>



amazon alexa

**EQUIFAX**



Google Home



@ideal



@somenmondal

**ideal.**

# Netflix Fails

9 is not available to watch instantly



DVD only

Watch **9** on DVD!

Add unlimited DVDs for only  
\$7.99 more a month.

Add DVDs

Or enjoy these similar titles

8 1/2



Play



 @ideal

 @somenmondal

ideal.

# Netflix Fails



 @ideal

 @somenmondal

ideal.



# 3 Types of A.I.

1. Machine Learning
2. Natural Language Processing
3. Sentiment Analysis



@ideal



@somenmondal

**ideal.**

# The 6 Main Recruiting Applications of A.I. in 2018:

1. Job Postings
2. Sourcing
3. Rediscovery
4. Screening
5. Messaging
6. Digitized Interviews



@ideal



@somenmondal

**ideal.**

The background features three stylized robot heads, each with a square face and a rounded body. The faces are light blue with simple black dots for eyes and a curved line for a smile. The bodies are a darker blue. The text is centered over the middle robot head.

# A.I. as a Virtual Assistant

 @ideal

 @somenmondal

**ideal.**

# Why A.I. Still Needs the Human Touch

7. Microsoft's Twitter chatbot turns anti-feminist and pro-Hitler.

Next Slide





# Why A.I. Still Needs the Human Touch

**6-year-old orders \$160 dollhouse, 4 pounds of cookies with Amazon's Echo Dot**

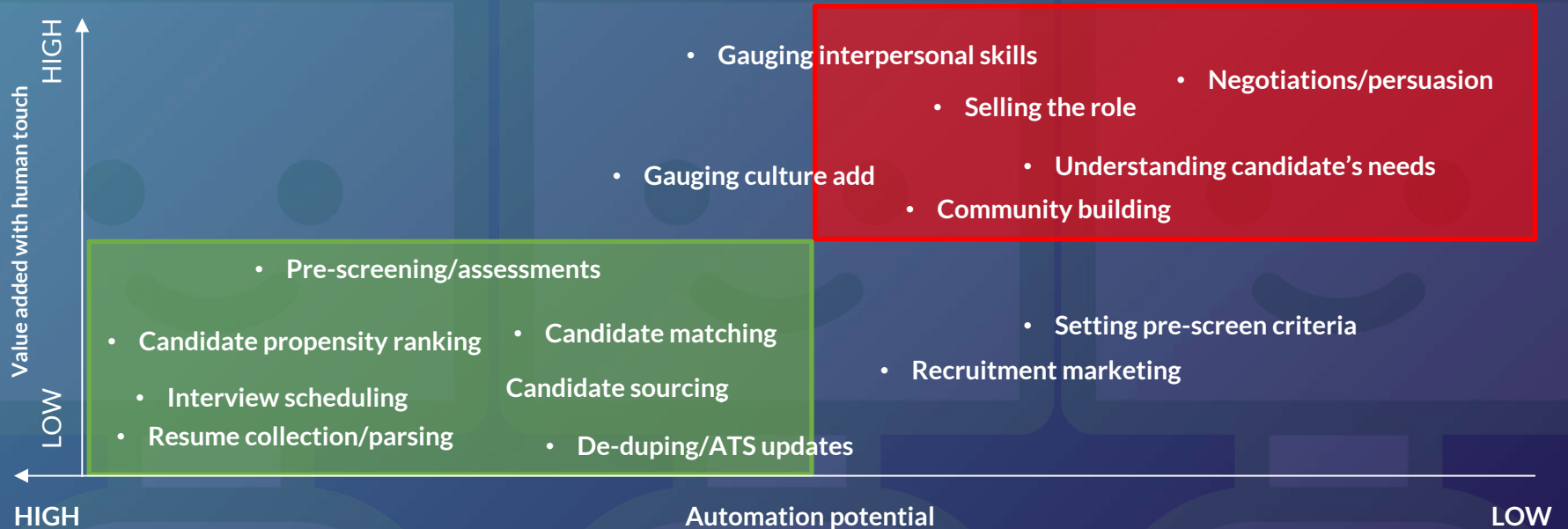


 @ideal

 @somenmondal

ideal.

# Areas Where A.I. Will Impact Recruiters



@ideal



@somenmondal

ideal.

# What A.I. *Can't* Do

There are many tasks that should be left to human recruiters, especially those particularly connected to emotional intelligence such as:

- Building Relationships with Candidates
- Seeing Candidate Potential Beyond Credentials
- In-Person Interviews
- Judging “Culture Add” or “Culture Fit”
- Gauging Interpersonal Skills

 @ideal

 @somenmondal

**ideal.**

## KUDOS TO MUNI PARKS STAFF

I'm rehabbing from knee-replacement surgery and I walk Emerald Forest and Lost Lake Park and I see some of the same people who are

## WALKERS SUPPORTS FOOD BANK

Caroline Suter from C2Skymultisport and Dave Clark from the Whistler Half Marathon would like to thank all of the walkers, runners, and volunteers who came out and participated in the Whistler Food Bank 5km fun run and walk in support of Whistler Community Services Society.

We raised \$1,000 and donated over 80lbs of food! Thank you to everyone who participated!

# Why Candidate Experience (CX) Matters

- 43% of candidates never hear back from a company
- 60% of job seekers report having a poor candidate experience
- Of those 60% who had a poor candidate experience, 72% shared information on it “online on an employer review site, such as Glassdoor, on a social networking site, or directly with a colleague or friend”
- Top candidates are off the market < 10 days

 @ideal

 @somenmondal

**ideal.**

## KUDOS TO MUNI PARKS STAFF

I'm rehabbing from knee-replacement surgery and I walk Emerald Forest and Lost Lake Park

## IDEAL SUPPORTS FOOD BANK

Caroline Suter from C2Skymultisport and Dave Clark from the Whistler Half Marathon would like to thank all of the walkers, runners, and volunteers who came out and participated in the Whistler Food Bank 5km fun run and walk in support of Whistler Community Services Society.

We raised \$1,000 and donated over 80lbs of food to the food bank.



# How A.I. Can Improve the CX

1. Reduce Time to Contact
2. Communicate Via Chatbot
3. Provide Feedback to Candidates
4. "Rediscover" Past Candidates

 @ideal

 @somenmondal

**ideal.**

## KUDOS TO MUNI PARKS STAFF

I'm rehabbing from knee-replacement surgery and I walk Emerald Forest and Lost Lake Park and I love the staff.

## WALKERS SUPPORTS FOOD BANK

Christine Suter from C2Skymultisport and Dave Clark from the Whistler Half Marathon would like to thank all of the walkers, runners, and volunteers who came out and participated in the Whistler Food Bank 5km fun run and walk in support of Whistler Community Services Society.

We raised \$1,000 and donated over 80lbs of food! Thank you to everyone who participated.

# Benefits to CX

1. Eliminate Black hole
  - a. Candidates know where they stand
  - b. Drastically shorten application-to-hire time
2. More Efficient Application Process, Less Frustrating
3. Past Candidates Have New Opportunities

# Why Recruiter Experience (RX) Matters

- Recruiters are facing increasingly aggressive hiring targets
- The demand for talent is increasing while recruiting teams are staying the same or shrinking
- Recruiters are overwhelmed with unqualified candidates
- Recruiter's time is being wasted on tedious, administrative tasks and initial outreach

# How A.I. Can Improve the RX

1. Automate Mundane Tasks
2. Free Up Time for High-Value, Enjoyable Work

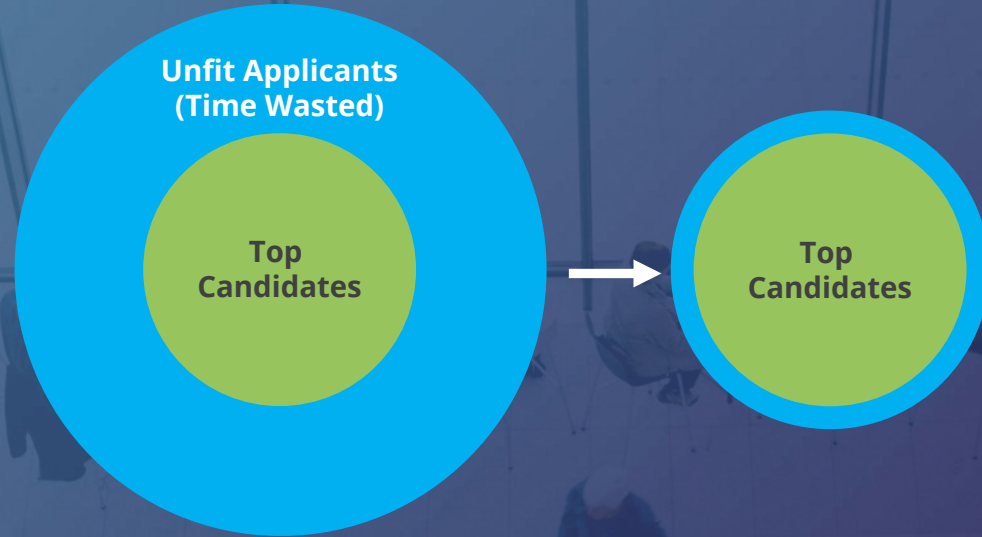
 @ideal

 @somenmondal

**ideal.**



# How A.I. Can Improve the RX



@ideal



@somenmondal

ideal.

# Next Steps for Your Business

Four actionable next steps for your business are:

- Identify Your Most Pressing Recruiting Problem
- Get Buy-In from IT and Management
- Start with Small Tests, Pilots, Proof of Concepts
- Work with Trusted ATS Partners



@ideal



@somenmondal

ideal.



A.I. is Our Friend,  
Not Our Enemy!

 @ideal

 @somenmondal

**ideal.**

# Let's Connect!



**Somen Mondal**

*CEO & Co-Founder of Ideal*

[somen@ideal.com](mailto:somen@ideal.com)

 [@ideal](https://twitter.com/ideal)

 [@somenmondal](https://twitter.com/somenmondal)

The Ideal logo is displayed in white lowercase letters on a blue rectangular background. The word "ideal." is written in a serif font, with a small green dot at the end of the period.

**Ideal**

*A.I. For Recruiting*

[contact@ideal.com](mailto:contact@ideal.com)

The Ideal logo is displayed in white lowercase letters on a dark blue background. The word "ideal." is written in a serif font, with a small green dot at the end of the period.