THE AI ADVANTAGE:

A GUIDE TO A SMARTER RECRUITMENT STRATEGY

ZipRecruiter®

With unemployment at an all-time low and the number of open jobs in the U.S. at an all-time high,[1] it's no secret that it's a job seeker's market. Given that 74% of recruiters believe that hiring will become even more competitive this year,[2] it's crucial for organizations to equip recruiters with the tools they need to compete for top talent.

To secure success in tomorrow's competitive talent market, more and more organizations are turning to AI. Why?

AI is a recruiting team's secret super power—giving them the ability to strategically source talent at scale. AI is more than just another tool or technique—it provides recruiters the opportunities to overcome geographical obstacles, recruit into competitive or nascent industries, provide a more engaging candidate experience, and ultimately get the edge they need to find and hire the best candidates for their roles.

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Scaling Your Recruitment: AI as a Driver of Efficiency

The average recruiter spends 13 hours of their workweek on sourcing—and over a third spend more than 20 hours.[3] In an industry that revolves around metrics such as time to hire, it's only natural that talent acquisition leaders, who are fighting for every dollar, wonder if there isn't a better way.

Fortunately, there is. AI can help your organization scale recruiting efforts, increase overall efficiency, and drive down the time and cost for hiring. In fact, a recent survey found that 68% of recruiters believe AI gives them back time to spend on more strategic tasks.[4]

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The takeaway: AI supercharges great recruiting at scale

Source Better Matches

AI can leverage data from candidates and current employees to know if someone might be a good match for the role. It automates the surfacing of high-quality candidates to make identifying top talent more efficient and scalable.

Respond to Candidates Anytime, Anywhere

AI embedded in chatbots can help candidates learn more about an organization and the role without taking precious time out of a recruiter's day. It can also ensure that recruiters and candidates are better prepared with information before an interview, so they can maximize the time they spend on the phone or in an in-person interview

Rediscover Prospective Candidates

AI can automatically suggest candidates who may have applied to other roles at an organization. It can even get updated job, title, and contact information for them.

# Overcoming Geography: AI Bridges the Divide

Beyond improving efficiency, AI plays an integral role in strategic candidate sourcing. Like a great recruiter, AI-based recruitment technology is constantly looking for sourcing patterns and thinking strategically about where to find the best talent. Geography can be a major hurdle for finding and attracting highly skilled candidates, particularly given the tight labor market.

For example, recruiters looking for product managers in Palo Alto were constantly frustrated with the lack of qualified talent in the area. To their surprise, ZipRecruiter found a pattern in job seeker behavior indicating that many job seekers looking for product manager roles in Palo Alto were actually based in New York.

AI can make connections to jobs that go beyond geographic restrictions. One example is how ZipRecruiter found relevant product manager candidates from across the country. Patterns in previous job seeker behavior uncovered that many of the people who were looking for product manager roles in Palo Alto, Calif., would also frequently consider similar roles in New York City.

That distance—roughly 3,000 miles—would normally be assumed much too far for most candidates to relocate. Launching a nationwide search is cost-prohibitive and could overwhelm the recruiter with applications. But understanding roles and geographies where candidates may be open to relocating can highlight where it makes strategic sense to do targeted advertising in other geographies.

Deep learning reveals patterns in job seeker behavior that circumvent traditional norms.

SENIOR
PM JOBS

SILICON VALLEY
PM JOBS

NEW YORK
PM JOBS
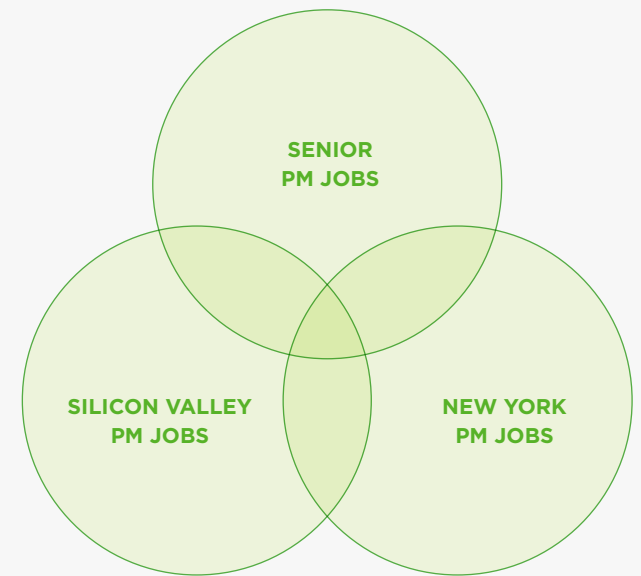
By uncovering these pools of talent—and finding candidates within those pools who may be interested in relocating—organizations can unlock new avenues to fill critical roles.

Making Connections: AI Links Today's Skills to Tomorrow's Jobs

Similar to a great recruiter, great AI can recognize patterns and connections between skill sets and job requirements that might seem unrelated at first glance. In fact, there are many people with complementary skills who could transition to new roles or industries—they just aren't aware of it.

AI can also help recruiters look at signals like career paths of successful employees, which can help identify new markets for talented future employees.

85%
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What kind of nontraditional paths can AI discover?

Recently, a major airline needed a high volume of baggage handlers at Logan International Airport in Boston. There weren't many qualified job seekers with experience, and most of the qualified people who would have been good candidates were already employed as baggage handlers.

To find qualified talent at scale, ZipRecruiter's AI performed an analysis to reveal that many successful baggage handlers had also been cashiers in their previous careers.

Using this data, the airline was able to expand the pool of possible candidates, knowing that the seemingly unrelated skills were successfully transferable to the new job.

Creating connections between current skill sets and future positions will become even more prevalent in the future as new roles and careers emerge. In fact, a study from Dell estimates that 85% of jobs that will exist in 2030 haven't even been invented yet.[5]

This shift means organizations won't always be able to count on experienced talent. As a strategic imperative, employers will have to understand nontraditional career pathing and complementary skill sets to unlock new sources of talent.

Better Candidate Experience: AI Drives a More Personalized Process

In addition to enabling efficient and strategic sourcing at scale, AI can also improve your organization's candidate experience. Many organizations recognize that the candidate experience is truly a candidate's first impression of a future employer.

However, even the best recruiters can find creating a personalized candidate experience difficult to do at scale. So, it's no surprise that HCI reveals that 60% of job seekers report a negative candidate experience with employers.[6]

## 60% of job seekers report a negative candidate experience with employers

Fortunately, AI can improve your organization's candidate experience in numerous ways:

- **Increase efficiency and offload time-consuming tasks** so that recruiters are empowered to focus on personalized candidate engagements.

- **Add even more personalized touch points** to the candidate experience, which increases engagement from high-quality candidates.

- **Proactively reach candidates** using their preferred channels (like mobile and text alerts) about relevant job opportunities.

- **Prompt candidates with relocation opportunities** they may be interested in, or proactively let them know when their skill set might make them a good fit for a different role.

- **Create the experience candidates expect** with tools like Chatbots, especially when recruiters can't respond right away

Despite the myth that AI might depersonalize the candidate experience, 58% of job seekers say they are comfortable with AI tools in the application process.[7]

The immediacy and accessibility of personalized information, coupled with a human recruiter who can give them the attention they deserve, makes for an experience they won't forget.

58%
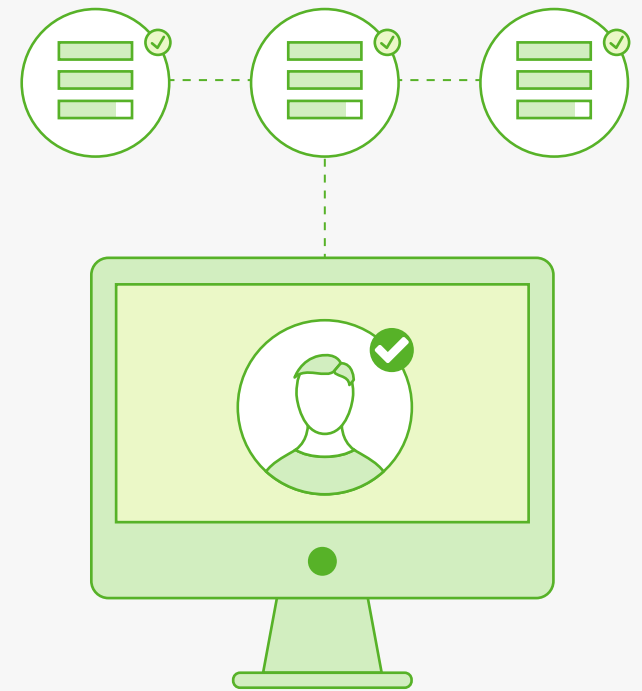
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Good Signals: 3 Keys to Effective AI

Not all AI is created equal. Ultimately, AI should be evaluated on the results it delivers. The following three elements are key components of great AI:

1 **Rich profile data:** AI should incorporate all the relevant profile information that a great recruiter would look for in a candidate. This includes work history, education, skills, and experience.

2 **High volume of historical feedback signals:** AI should also use feedback signals—like what kinds of jobs candidates apply to and how employers rate the quality of candidates—to learn and improve.

3 **The ability to continuously learn:** Like a great recruiter, AI requires a learning curve to make accurate, reliable predictions and connections that talent acquisition teams can trust.

How AI Finds Quality Candidates

Here at ZipRecruiter, we're dedicated to helping people find their next great opportunity. That's why we've invested heavily in AI that empowers recruiters to match great candidates with the right roles, more easily than ever before.

Smart Matching AI Technology

Our industry-leading AI matching solution goes beyond keyword search with a new approach to finding matches. Our AI analyzes candidate behavior such as resume data, searches, and certifications, to find relevant jobs for each candidate.

Enhanced Network of Job Seekers

Next, we invite candidates to apply to recommended jobs through the channels they love the most, like email, text, and our #1 rated mobile app. Candidates can find relevant jobs anytime, anywhere, without having to wait to search for employers.

Faster Time to Hire

Our AI continuously learns from candidate and employer signals to get smarter and smarter every day. Targeting qualified candidates means faster time to hire and better recruitment ROI for your organization.

And as jobs evolve, our technology will be there to help future-proof your recruiting efforts and unlock new sources of talent.

The Exciting Future of AI in Recruiting

Competition for talent is at an all time high. As a result, organizations need to scale their abilities to find, attract, and land top talent.

By integrating AI, organizations can equip recruiters to perform great work at scale, personalize the experience for candidates, discover new avenues for sourcing talent, optimize decision making—and secure success in tomorrow's competitive talent market.

Contact Us

Get the AI recruiting advantage for your team.

Learn More

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Endnotes

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