Talent Acquisition Technology Tools

- **Cloud-based documentation systems** can be used for a variety of business uses. From a general perspective, they allow for a reduction of approx. 10,000 sheets of paper per year if your numbers are conservative. By reducing paper, you also reduce paperwork and for Talent Acquisition as you can use tools that enable e-signatures or give access to online calendars make scheduling logistics much easier. Paperwork is quicker, and scheduling is automated without a lot of back and forth to finalize.

- **Candidate Relationship Management (CRM)** can help Talent Acquisition much in the same way it does sales. You can share notes, track candidates and a plethora of details they provide through your ATS. You can develop and nurture leads and document your interactions with candidates, as well as balance coverage on your team should the lead Recruiter on a requisition be out of pocket for any amount of time. Online campaigns and leads through these types of events can easily be tracked, and data will be easily available at your fingertips – or through an easily created report.

- **Artificial Intelligence (AI)** was scary when it first came out in movies with robots out-smarting humans – this is different. First, I'd like to clarify that the impact of AI on jobs has not been negative overall.

- **Chatbots** are a part of AI, but as they also standalone from a Talent Acquisition perspective, I'll approach this as a subcategory. A chatbot is a computer program designed to simulate conversation with human users, especially over the Internet. You may have experienced them on retail websites, where some early adopters have implemented them to help shoppers chose a brand of jeans based on their last favorite pair, or suggest a pair of shoes that are often purchased with a particular style of blazer. Chatbots can help with many of the things that AI can do, like scheduling, and reviewing resumes in an ATS, but they can also be candidate facing with personas that are an extension of your employer brand. Examples of this could look like answering basic questions on your careers webpage, or schedule the candidate's interview in real time. Here an example of the flow;

    o Candidate expresses interest in response to a job ad;
    o Candidate gets redirected to a chatbot in a messaging app;
    o Chatbot conducts preliminary screening interview and auto-applies the candidate for the job;
    o Chatbot schedules a phone interview with the candidate based on the recruiter's calendar openings;
    o Recruiter enters the picture for the phone interview and continues the process.

- **Applicant Tracking System (ATS)** is a software application that enables the electronic handling of Talent Acquisition needs. Inside the organization, Recruiters can reduce time to contact candidates by using search tools, finding the closest fit, instead of reading hundreds, and sometimes thousands of resumes. While there are open source and free software available, most companies will invest in a license agreement that comes with more features. When the job application process went digital several years ago, it enabled companies to get hundreds of applications in a very short amount of time. This tool helps your team store, rank, route to Hiring Managers, schedule interviews, manage a talent pool, and takes them through paperwork and onboarding. It is the project management system that can manage complexities and volume at the same time.

- **Reference checking/background investigation technologies** are an extremely important part of the hiring process. They can also be long and tedious. Tools for reference and background investigation today have become a lucrative add on service for many Recruitment Process Outsourcing firms. What the tools can do for your team include; automating the process to prompt candidates to kick off the screening, complete most of the requirements online through online signatures, and can act as a project manager for Recruiters. You can update your Hiring Managers quickly by seeing which elements of a background screen are outstanding, and set up

alerts for time delays that are outside of your usual scope. Keeping all records digital are also helpful in any future investigations, and understanding if certain findings on the screen result in any future success, or early indicators of a lack of cultural fit.

- **Screening and Assessment technologies** are important indicators for candidate success in the workplace and can reduce the time Recruiters spend on unsuitable candidates – even if they look good on paper. By using existing data, companies can look at several factors to determine and predict possible business outcomes by looking for specific skill sets or qualities. Nearly 70% of companies report using some sort of pre-employment screening with a goal of assessing validity and reliability of the type of candidate. Companies have been using pre-employment testing earlier on in the recruiting process because it helps to weed out the candidates who do not match the criteria quicker. Testing of applicants can get expensive, which is why there are programs where organizations can pay for "unlimited testing on a subscription basis, as opposed to paying per test." The types of assessments can include measuring for Emotional Intelligence, The Workplace Big Five personality model, The Predictive Index, DiSC profiling, and Clifton's Strength Finder to name a few.

Using Social Networks

- o Pinterest can also carry some weight as an employer branding tool. You can pin many things to the board including employee pictures, employee-created articles, video, PowerPoint presentations, and these can be easily found through Google. Like the previously mentioned tools, it does not hold a lot of power to source talent though and does not generate dialogue.
- o Google plus can help you to prioritize search and may help your brand be easier to find. It makes sense to have and maintain a destination for careers to help people find you easily – and it's free (more to come on free tools in Chapter 6).
- o Snapchat has been used as an outreach tool for branding or targeting a market, or vertical to attract through video.