TLNT
THE BUSINESS OF HR

RESEARCH **REPORT**

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# The Future of Recruiting Is AI and Automation

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More companies have deployed conversational chatbots on their recruiting sites than any other type, and they've found chatbots save recruiting time and improve the candidate experience.

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With the advent of conversational chatbots, AI-enabled tools like Siri and Alexa are becoming ubiquitous. HR has just begun to recognize their value, deploying them in a variety of settings, especially on career sites, where the candidate experience is universally positive.

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Conversational AI chatbots can increase candidate response rates, save time on early-stage candidate screenings, reduce time to interview and keep candidates updated on the hiring process. Organizations with a conversational chatbot are overwhelmingly positive about their effectiveness.

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# EXECUTIVE SUMMARY

As organizations are considering new technologies in talent acquisition, adding a conversational chatbot to the recruiting process has a significant positive impact. TLNT Research found multiple benefits to deploying an AI-enabled chatbot, especially an improved candidate experience and reduced recruiter time answering basic candidate questions.

In this first survey of recruiting's use of conversational chatbots, we find both high satisfaction among those with a chatbot in place and hesitancy among those organizations without, a relic we believe, of the poor experience of legacy menu and button chatbots. We found that a quarter of organizations still field these menu-driven bots, but received no indication users were satisfied with the experience or that they offered much, if any, benefit.

## Key Findings

- 11% of organizations report fielding a recruiting chatbot. Conversational chatbots are the most common type, accounting for almost three-quarters of the deployment.
- 50% of the organizations with a conversational chatbot report the most significant benefit is improved candidate experience followed by saving in recruiter time.
- 12% of organizations report improved candidate quality.
- Large organizations are much more likely than smaller ones to use a chatbot. 59% of employers with more than 10,000 workers have a chatbot on their career site.
- However, organizational size is not determinative of chatbot type. Among those organizations that have deployed a chatbot, the substantial majority are conversational.
- Among those organizations that measure candidate satisfaction, 71% say candidates are "satisfied" or "very satisfied" with their chatbot. No organization reported any negative candidate response.
- Organizations primarily (52%) deploy their chatbot at the application stage. But a significant 21% use their chatbots to further their recruitment marketing.
- The leading reason cited by 34% of respondents for not using a chatbot is fear of a negative candidate response. At 31% was lack of awareness. Lack of budget, uncertainty of vendor selection and a lack of trust in bots were other reasons.