

Artificial intelligence (AI) is predicted to significantly transform nearly every industry, including human resources. In our report on Navigating 2024's Recruitment Trends, AI and talent expert Hung Lee from Recruiting Brainfood encourages HR leaders (and all workers, for that matter), to "aggressively apply AI to our own workflow today because it's going to happen regardless of our desires or not." However, Lee cautions against using AI to simply generate more output but suggests strategically investing the saved time and resources in areas that bring tangible value to the organisation. AI as a driver of organisational

success There are several important aspects to take into account to make artificial intelligence as beneficial as possible to your company and in your HR and talent acquisition functions. But a crucial first step is to understand your specific needs as a business. Understanding why, how, and where different AI-tools and solutions can be applied is necessary in order to make AI-technology a truly valuable asset to your organisation. A common solution for HR departments today is to invest in software that integrates AI and machine learning. These platforms can automate and streamline various aspects of their daily operations. While features may vary, they often cover tasks such as job posting, candidate sourcing, selection, and analytics. Large language models, such as ChatGPT, are examples of AI-tools that can be used to make certain HR processes more effective. However, it's important to research and compare different AI-tools and solutions to choose one that best matches your company's needs and challenges.

Key AI in HR stats: \* 81% of HR leaders are exploring or using AI to improve efficiency in their organisations \* The top barrier (37%) for HR leaders to adopt AI is the lack of integration into existing systems \* 93% of HR managers that use AI tools believe it helps save costs \* Screening and assessment is the capability that HR leaders most want AI to improve in the hiring process Benefits of using AI in HR There is no doubt that AI can benefit HR departments. Here are some of the key advantages: Time efficiency Time efficiency is one of the major benefits of using artificial intelligence and automation in daily HR activities. AI and automation solutions can help with time-consuming tasks and give HR-professionals time to focus on activities where their professional and human skills are necessary. The recruitment process is a prime example of how AI and machine learning can significantly save time. Instead of manually sifting through piles of applications from hundreds or thousands of candidates, AI-integrated softwares can sort and recommend candidates with the relevant abilities and experience for a specific job opening. While AI is excellent for processing large amounts of data, human overview and oversight is always recommended when it comes to any AI-supported activities, especially hiring decisions. Cost effectiveness AI tools can be used to do tasks at a fraction of the time it would take humans. Large amounts of data can be crunched and summarised and patterns can be identified in a matter of seconds. AI can determine the most effective sources to find top talent and give your indications for where to focus your efforts and budget. By speeding up tasks, AI can help organisations save money and better allocate human and material resources. Bias reduction Another beneficial aspect of using artificial intelligence in HR is to reduce bias in the recruitment process. By prioritising qualifications and skills first, AI can enable a more inclusive hiring process. Filtering out personal information such as age, gender, address, and other private data from applications enables HR professionals to make decisions based solely on qualifications. However, the topic of bias in AI remains a subject of debate. There are studies that show that AI can show biases in the selecting process,

potentially resulting in less diverse teams as it tries to match the "ideal candidate profile."76% of HR leaders believe that by not adopting AI in the next one to two years, they will not be as successful as organisations that have embraced it. With these numbers and predictions in mind, this article explores the ways AI is changing the HR landscape and offers insights on how HR teams can incorporate AI and machine learning into their day-to-day operations. AI-enabled solutions can streamline the entire recruiting process, as illustrated below:

- \* Sourcing: AI and machine learning technology can identify suitable candidates by searching databases and online platforms for relevant skills and competencies.\*
- Replacing human expertise: While AI serves as a valuable asset in improving overall HR efficiency, it's imperative to understand that artificial intelligence is not a substitute for human expertise.\*
- Interviewing: AI-integrated and automated solutions streamline the logistics of scheduling interviews and can generate relevant interview questions. In the context of HR and TA functions, there are many tasks that are well-suited for AI and automation, thereby freeing up time for the tasks that are better-suited for human brains and competencies. AI and automation can be beneficial in various administrative HR tasks:
  - \* Data management: Managing large sets of data can be both challenging and time consuming. Integrating AI and automation into recruiting and employee performance metrics can provide valuable insights, optimise processes, and boost results and efficiency.\*
  - Ethics and legality: As with most technological advancements, laws and regulations often lag behind