AI: Reinventing Human Resources

Artificial Intelligence (AI) is all set to take your HR experience to another level

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Scenario One: The Vanishing Act

Jacob, Hiring Manager at a leading pharmaceutical company, was in full swing to fill the vacant sales positions in the newly launched innovative medical branch of the company.

The week ahead was lined up with interviews and Jacob was extremely thrilled and excited about meeting new candidates. The interview day dawned. And what was supposed to be an action-packed day, turned out to be a shock-giver when 30 out of the 55 candidates that were lined up for interviews that day, didn't show up.

Having invested time, energy in screening, sourcing, resume matching and more important lining up interviews, Jacob felt annoyed and was frustrated to have a no-show on the D-Day!!!

The follow-ups with candidates by his team were in vain. Repeated attempts to establish communication with those 30-odd candidates went futile. The baffled recruitment team had to start screening and searching for suitable possible recruits all over again. Now, the company's brand name, a well-established one, was at stake. It was crucial and critical that Jacob traced his communication footprints with candidates and figure out where he and his team went wrong. He was perplexed once again.

Scenario Two: The AI eye view

A new play that was being screened across theatres was drawing in crowds. The protagonist of the play was a candidate who invariably performed the disappearing act in most interviews leaving behind a trail of frustrated hiring managers. Companies were tired of analysing candidate behaviour, trying to find out on why candidates did not show up for interviews. An advertisement on the internet caught their eye and they hired the services of an AI detective – yes, you read it right -- who solved their problem in no time.

- So, what was the AI detective's magic wand?
- Did the detective have any placeholders? If yes, what were they?
- How did he manage to bring the elements of hiring into one single cognitive hiring?
- How do we ensure greater conversion from interviews to acceptance of offers?
- How do we recruit talent with a higher probability of staying?
- How do we read more deeply into candidate mindsets to analyse their patterns?

How do we leverage technology for business success and continuity?

Getting the "Tech" Hand

These and to those other million dollar questions that most recruiting managers today are faced with and are seeking answers -- AI promises to help HR automate their myriad of tasks such as candidate screening, hiring, engaging, re-engaging, employee relations and on-boarding that involve never ending man-hours. AI frees hiring managers of mundane functions and enabling the HR department

to be more efficient, and building compliant and regulatory policies. This means HR managers must be able to hire bold!

BRUHAT Insights Global presents solutions to all those unanswered questions – one-stop solution for predicting candidate offer acceptance ratio. Yes, We Can Help You Hire Bold!

AI: The Enabler

Artificial Intelligence (AI) is set to be a game changer in the HR function primarily in the field of talent acquisition (TA).

Among the prominent areas within the HR function that AI permeates, talent acquisition is the most prevalent and pervasive in corporates. The importance and the impact of AI that has been in existence in the form of people management tools ever since the origin of HR was never undermined.

However, in today's networked world, while talent shortage still remains a concern to most HR managers, the other popular problem faced by recruiters today is candidates not turning up even after accepting job offers. And reasons, are varied and absolutely bizarre in most cases.

A meaningful combination of Artificial Intelligence (AI) and Human Insights paves the path to innovation in hiring. BRUHAT is an AIHR (Artificial Intelligence in HR) company that utilizes artificial intelligence to make it easier for hiring corporates to not only effectively manage their people requirements but also obtain actionable insights, to drive productivity and engagement.

Bruhat: Think Big

Bruhat devised a robust data capturing mechanism that helped the team leverage both structured and unstructured data that emerged during candidate interactions. By employing data-driven profiling methods, the team was able to ensure a very high candidate selection rate and high interview-to-joining conversions. Today, this data analytics process has scaled up to use AI and machine learning.

Artificial Intelligence is capable of detecting several layers of information that emerge from a single conversation with a potential candidate. But such data is possible only when human insights also combine with AI to build a valuable relationship. This service utilises not only the machine learning that emerges from providing multiple cases to the tool – it also leverages the profiler's innate skill in having a thorough, data-rich conversation with the candidate.

It uses Bayesian inference to create prescriptive offer-acceptance scores of shortlisted candidates, based on 166 unique touch points. Data mining is an opportunity to learn more about the candidate. It uses of a transparent recruitment mechanism that includes a candidate's competency scoring, identity cloud capture, keyword cloud capture and prior offer- acceptance patterns, using AI solutions. It is derived from profiling of 1.5 million resumes and seeks to close the gap between offer and acceptance. Bruhat is a one–of-its-kind AI venture that eliminates human error in screening processes especially in volume based hiring. With data scientists and behavioural scientists added to the sourcing efforts, Bruhat kick-starts a new path in hiring process, one that is cost effective and encourages productive interaction with candidates.

Human element is necessary to deal with humans. Whereas, intelligent and strategic approach is necessary so that a person is not unpredictable. AI cannot replace the human element in hiring. Making the best use of resources, we are here to empower recruiters with technology and enable you to hire BOLD..!!!