Leveraging AI to recruit effectively

The recruitment process is a vital part of any thriving business, but it can be time-consuming and labour-intensive.

Sourcing candidates, screening resumes, conducting interviews and making hiring decisions can be stop-start, with some time-wasting tasks and reprocessing.

However, as technology continues to evolve, the role of artificial intelligence (AI) in recruitment is becoming increasingly important.

With the help of AI, Talent Acquisition leads can improve their recruiting processes, save time and find better quality candidates.

" Companies that use AI are reporting a 30% reduction time-to-hire. "

" Companies that use AI to recruit see a 33% increase in high quality hires. "

AI is transforming recruitment and providing businesses with a competitive edge in finding and hiring top talent.
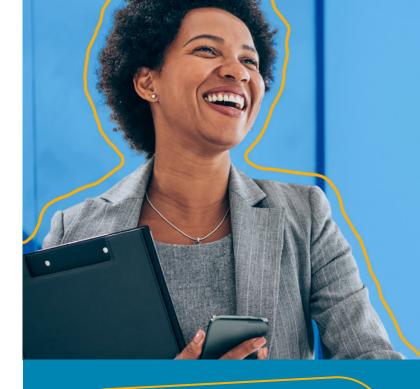
With the use of it, Talent Acquisition leads can efficiently:

- ▶ **Screen resumes** for key skills and qualifications.
- ▶ **Analyse resumes** at a speed that is impossible for a human to match and identify the most qualified candidates within seconds.
- ▶ **Analyse candidate** behaviour and predict their suitability for a particular job.
- ▶ **Automate** the scheduling of interviews.
- ▶ **Assess candidates'** skill level through assessment tasks.

But **only 58%** of companies are testing for English skills during recruitment.

The potential of AI extends beyond traditional recruitment processes and challenges. It can also play a crucial role in assessing the language skills of potential candidates and develop workforce skills.

English language proficiency is one of the top skills global businesses are hiring for today.

International businesses need to ensure they have employees with the right language proficiency to communicate effectively across teams and with clients and partners worldwide. In fact, research indicates that **"The most strategic enabler for international business today is language learning"**.

With the right AI tools in place, AI can provide a standardised evaluation of language skills, eliminating human biases and thus providing a fair process for both parties. AI-powered language assessments can also speed up the recruitment process, provide accurate view of proficiency levels and help identify the most suitable candidates for roles that require specific language skills.

In conclusion, using AI in recruitment processes can provide significant advantages for businesses. With language skills becoming an increasing focus to unlock business growth, incorporating AI tools at the recruitment stage can further unlock time savings and help secure the best candidates.

Versant by Pearson helps you hire with confidence.

The AI-based, unbiased testing solution enabling global brands and businesses to assess candidates' English proficiency quickly and accurately. Up to 3 million tests completed each year across 100 countries.

The fully flexible testing solution enables talent acquisition managers to fast-track and simplify their recruitment process, while giving them total confidence their candidates have the right English language skills to drive their business forward.

- ▶ Find out more:
  pearson.com/languages/hr-professionals/versant

* Sources: https://hbr.org/2012/05/global-business-speaks-english | https://www.gofluent.com/blog/62m-ld-blindspot/ | Power Skills Survey (2022) Pearson.