



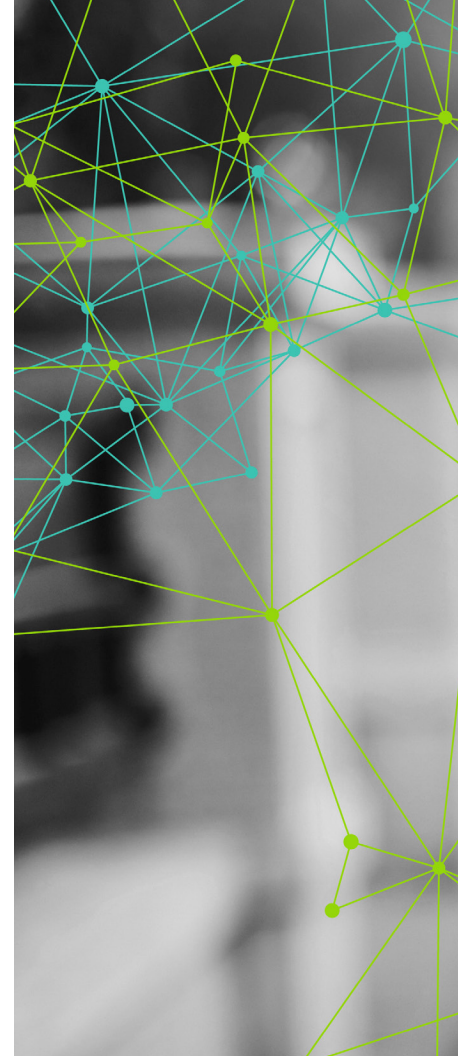
7 TECH TRENDS SHAPING THE TALENT ACQUISITION INDUSTRY

7 Tech Trends Shaping the Talent Acquisition Industry

The shifting technology landscape impacts every industry, and new developments are already transforming talent acquisition. Chatbots have gone from an interesting novelty to a method of conducting interviews. Driverless cars once seemed improbable, but their inevitability is already building a new class of in-demand candidate. The possibilities are endless when it comes to how emerging technologies can influence the talent acquisition industry.

Technology is getting smarter and touching more parts of our lives – through computers, smartphones, watches and even devices on our countertops. Candidates are more connected than ever before, and that has changed their expectations when it comes to their job search. They expect to be able to complete the entire application process on mobile devices, and they expect it to be fast. Technology has changed our attention spans, and organizations need to stand out to attract the right talent. Considering the tight talent market, if companies want to hire the best candidates, they will need to meet and exceed those candidates' expectations.

Smart companies need to stay on top of the trends and make changes at the right time. These are the seven technology trends shaping the talent acquisition industry.





1. Artificial Intelligence

Artificial intelligence has been the topic of books and movies for decades, but AI is ubiquitous in our society and is transforming recruiting. According to the [Society for Human Resource Management](#), AI doesn't just mean that robots are putting humans out of work. Instead, recruiters are using the technology to make themselves more efficient and effective.

AI can help recruiters sort through resumes by narrowing a large pool of applicants down to the top candidates, but its role in talent acquisition is expanding to even more steps in the process by automating candidate sourcing, interview scheduling and onboarding. Some AI programs can conduct interviews, and facial recognition technology and voice analysis can help recruiters understand candidates' emotional intelligence and truthfulness by analyzing facial expressions and vocal tones in video and phone interviews.

AI also has the potential to help remove bias in the hiring process. [TLNT](#) explores the ability of technology to sort through resumes, looking only at relevant information rather than social cues that may sway recruiters or hiring managers. AI structured interviews also help recruiters and hiring managers focus on relevant skills, and then AI interview analysis uses data analytics to predict how successful a candidate will be in a position.

Talent technology like Affinix by PeopleScout integrates AI into the talent acquisition process, helping streamline time-intensive tasks. As AI becomes more integrated into the candidate engagement process, it frees up time for recruiters to focus more on the later stages of the process, like crafting an offer letter and facilitating onboarding.



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2. Machine Learning

Think about [machine learning](#) as the cutting edge of AI. While some AI can sound like humans, machine learning seeks to create computers that can “think” like humans. Machine learning develops algorithms, which are procedures or processes for solving problems through data processing and automated reasoning.

According to [Forbes](#), machine learning is already common in everyday life. Google uses it for image and voice recognition. Netflix uses it to recommend shows, and Amazon uses it to predict your purchases and present relevant products and content to users.

What does this mean for recruiting? [TLNT](#) identifies a real possibility for machine learning

technology that can match candidates with job openings, whether the right person is actively job-hunting or not. Machine learning also gives computers the ability to recognize patterns humans might miss. That pattern recognition could mean the capacity to make better hiring decisions, by giving recruiters new ways to understand what makes a successful candidate.

Leveraging machine learning for talent acquisition ensures recruiters engage the right candidates faster than before, reducing the costs associated with employee turnover and job vacancies, and improving time-to-fill metrics.

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This is Alex, your virtual recruiter.
We would like you to schedule a
meet & greet with our hiring manager.
Are you available this week?

Yes!

We have Monday-Wednesday from
11am-2pm available. What time
works for you?

Monday 11am

Great! We have you scheduled to
meet with our hiring manager on
Monday, March 6 at 11am. Is that
correct?

3. Virtual Assistants

Artificial intelligence is already a part of our lives. Virtual assistants leaped from our phones with software like Apple's Siri and Microsoft's Cortana to our kitchen counters with the growing popularity of devices like Amazon's Echo and Google Home.

Some have gone so far as to say that [Amazon's Echo is a product that transforms consumer expectations](#) the same way that Apple did when it rolled out the first iPhone. [Reports that Amazon alone has sold more than 11 million Echo devices](#) show people are growing more comfortable than ever interacting with virtual assistants.

Applied to talent acquisition, that means interviews between a virtual assistant like Alexa and a

candidate are possible without anyone even picking up the phone, [according to ERE](#). Virtual assistants could take a role even earlier in the process, engaging with candidates and providing information about job positions and companies.

As the talent pool swells with younger job seekers, candidates are increasingly comfortable with interacting with AI systems. In fact, 82 percent of candidates report that the ideal recruiter interaction involves both innovative tech and human interaction. Virtual assistants can provide recruiters with a tool that delivers the experience candidates expect from the job search, thereby improving the process for all parties involved.

4. Predictive Analytics

Predictive analytics may be the closest talent acquisition professionals can get to truly looking into the future. The field runs information about the past through [data analysis and statistical techniques](#) to make predictions about the future. According to PC Magazine, predictive analytics has already made a massive impact on customer relationship management, but the implications go even further.

Some hospitals already use predictive analytics to forecast patient demand and optimize staffing, like [NorthShore University](#). If you consider the ability to predict staffing needs a “macro” application of predictive analytics, the technology has more “micro” implications for recruiters as well.

With new tools and technology, data is more readily available than ever, and we are seeing a trend in tying this information to financial results, by being able to predict desired outcomes

and modifying processes to get the results organization’s need. Merging talent data from the pre- and post-recruitment process with business process information helps companies predict how and where to access talent based on the use of analytical tools and algorithms using what-if scenarios.

For example, PeopleScout’s Affinix platform uses predictive analytics to identify key hiring attributes such as a candidate’s likeliness to be a good cultural fit, analyze top talent behavior and long-term performance predictions. Over time, Affinix’s predictive analytics and machine learning capabilities create accurate candidate personas that allow companies to quickly identify, screen and hire the best talent.



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5. Neuroscience

The talent acquisition industry has used the science of psychology, like the well-known Myers Briggs personality test, in recruiting for decades. Consider neuroscience the next step. Neuroscience profiles can tell recruiters even more about candidates, like how they learn or perform under stress. Affinix's video interviewing function allows companies to interview and assess candidates more efficiently, delivering more accurate neuroscience profiling tailored to companies' precise talent needs.

According to [Inc.](#), neuroscience profiles provide a more objective look at a candidate's strengths and weaknesses over a psychological test. When it comes to finding candidates, lessons from [neuroscience on how different candidate](#)

[segments respond to messaging can even help your recruitment messaging reach the right people.](#)

Another reason neuroscience is such a powerful tool is the fact that that it can combine with recent AI advancements. For instance, using predictive analytics combined with neuroscience profiles provide accurate predictions on how well a candidate will perform on the job.

Better comprehension of the traits possessed by top candidates allows companies to amend and tailor job responsibilities to better suit candidate traits, improving operational efficiency and job satisfaction.





The growing interconnectedness also means candidates expect more of their life to take place online but off a traditional computer - including their job hunt.



6. Internet of Things

The internet as we know it, the world wide web, is only 25 years old, and in just more than a generation, it's gone from dial up to the dial on your thermostat. The Internet of Things, or the interconnected computers inside everyday objects, makes us more connected than ever before.

For recruiters, this means the types of in-demand jobs and the candidates needed to fill them are changing rapidly, according to [Recruiting Daily](#), as programming skills like HTML5, iOS and Android represent tremendous growth. The growing interconnectedness represented in the IoT shows how candidates expect more of their life to take place online but off a traditional computer – [including their job hunt](#).

As candidates grow accustomed to technology having a place in their lives where a fitness tracker can provide an instant analysis of a person's workout or a wrist watch can provide breaking

news headlines, companies will need to respond. Candidates want immediate responses through flexible communication channels.

Because mobile devices serve as the central hub for all of these IoT devices, people are even more dependent on their phones and tablets. Even though devices like Fitbit, Nest and smart locks don't fit directly into an application process, they make candidates more attached to their phones.

Having a mobile-first approach to recruiting ensures both candidates and hiring managers can engage in key hiring processes such as employment screening and interview scheduling in a common and comfortable digital environment. So, to truly meet the best candidates where they are, companies must realize that's through mobile devices.

7. Driverless Cars

The most well-known “thing” on the Internet of Things might be the self-driving car, with both [Google](#) and [Uber](#) regularly making the news for their tests and [industry experts](#) predicting they’ll be common and affordable by 2025.

The change will impact more than your commute, [as more than 3.5 million people in America make their living as truck drivers](#). Organizations that use truck drivers as a key part of their workforce need to be prepared for the change because as the industry transforms, they need to find the candidates who will be successful in the shift. While the demand for [drivers](#) may go down, the search for candidates who can build and maintain driverless fleets will provide a new challenge.

This is just one example of an industry disrupted by technological advancement. All companies need to be prepared to adapt quickly to change. Technology will produce new types of in-demand candidates, and organizations need to have a solution to quickly identify and attract the best workers or risk being left behind. Engaging an experienced talent partner and taking advantage of the most advanced tools in the talent technology space can help keep companies ahead of the shifts in the talent landscape.





So What?

While a lot of the technological advances get us closer than ever to being able to predict the future, we can't just yet. That's why it's important to watch trends as they develop. It would be irresponsible to jump on every new technology trend the moment it debuts. Google glass, QR codes and even HD DVDs all had moments of hype but no staying power. On the other hand, being late to adapt to mobile technology left some organizations and even industries behind.

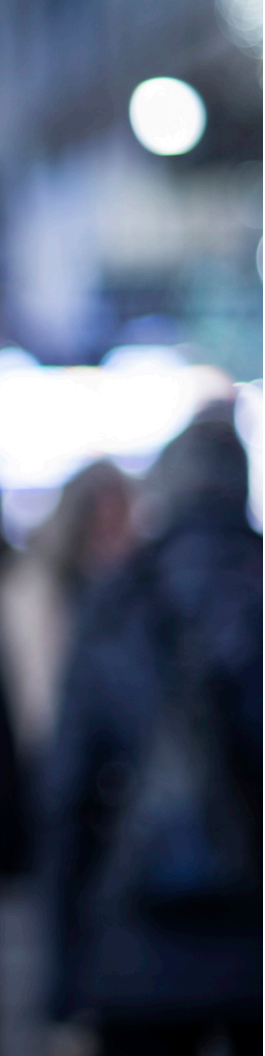
With 13 new recruiting technologies launching each week, it's important to watch trends to see how they can successfully fit into talent acquisition industry. At PeopleScout, we're dedicated to finding the best technologies in order to create a world-class experience for candidates and our clients.

"I agree it is extremely important for everyone in talent acquisition to stay on top of the technology trends, but the most important thing is to keep your potential candidates at the forefront of your considerations," said Allison Brigden, PeopleScout's global leader of innovation and support. *"Making the candidates' part in this process effortless will be the competitive edge."*

These seven trends all have exciting potential. That's why they're key to watch – to stay agile, informed and ahead of the game.

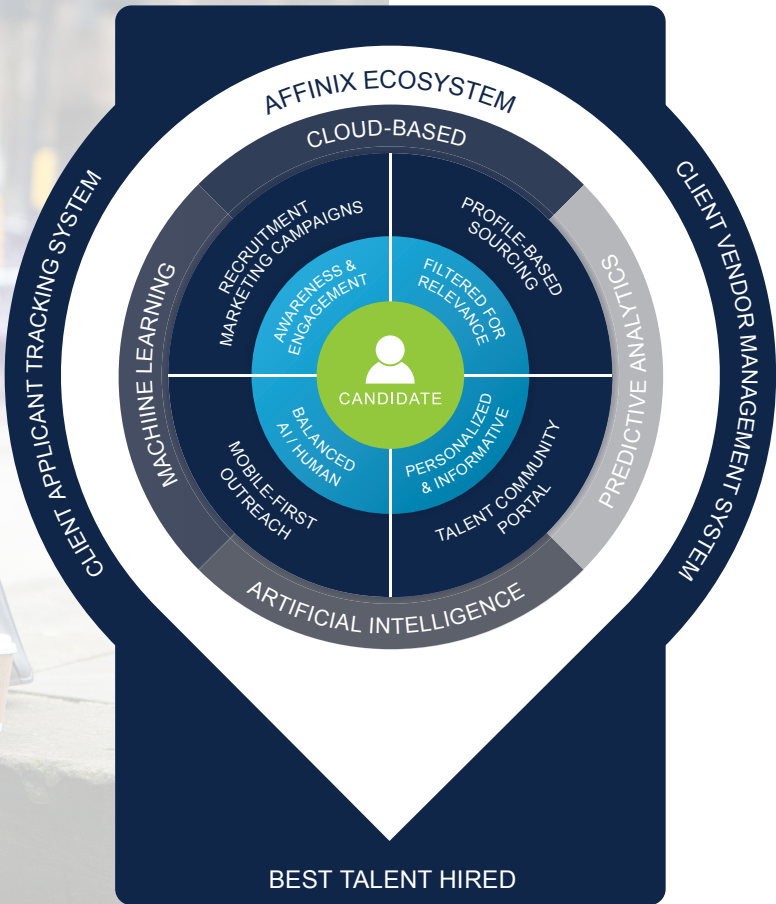
A woman with dark hair, wearing a teal patterned button-down shirt and a multi-strand necklace, is smiling and looking upwards while holding a smartphone. The background is a blurred city street at night with bokeh light effects.

affinix™
BY PEOPLESCOUT



Empowering Faster Connection with the Best Talent

Affinix, PeopleScout's proprietary talent technology solution helps companies seamlessly adapt to the challenges brought on by the seven tech trends mentioned in this ebook. Affinix leverages artificial intelligence, recruitment marketing, machine learning and predictive analytics with one point ATS and VMS integration for total workforce visibility.



ELEVATING YOUR TALENT ACQUISITION CAPABILITIES

AI-Enabled Sourcing

Artificial intelligence and other emerging technologies extend across the platform, streamlining the sourcing and screening process and identifying the top talent quickly. Affinix sources strong passive and active candidates within seconds of an open job requisition.

Video Interviews & Digital Assessments

Video interviews and digital assessments cut days off the hiring process by using data analytics and machine learning to identify and rank the best candidates. This simplifies the screening process, allowing PeopleScout to share top candidates with hiring managers faster.

Built on AWS with ATS & VMS Intergration

Affinix is built on the Amazon cloud (AWS – Amazon Web Services) for stability and security, and it is engineered for flexibility and future enhancements with one point ATS and VMS integration and single sign-on.

A Mobile-First Application Process

Affinix is designed to mimic the simplicity and usability of the best consumer websites. The platform is mobile-first for both the candidate and the hiring manager, ensuring engagement from any device at any time throughout the application, scheduling and screening process.

Digital & Social Recruitment Marketing

Reach candidates where they are and enhance your employer brand through customized ads, optimized job descriptions, personalized landing pages, career portals and more. Recruitment marketing elevates job postings with robust content and campaign management.

Predictive Analytics & Machine Learning

Analytics and machine learning extend across the hiring process to enable PeopleScout to better understand top talent behaviors and predict factors such as cultural fit, willingness to change companies and future tenure potential. Over time, this improves hiring speed and accuracy by more quickly identifying, screening and assessing top talent.

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About PeopleScout

PeopleScout, a TrueBlue company, is the world's largest RPO provider managing talent solutions that span the global economy, with end-to-end MSP capabilities supporting total workforce needs. PeopleScout boasts 98 percent client retention managing the most complex programs in the industry. The company's thousands of forward-looking talent professionals provide clients with the edge in the people business by consistently delivering now while anticipating what's next. Affinix™, PeopleScout's proprietary talent acquisition platform, empowers faster engagement with the best talent through an AI-driven, consumer-like candidate experience with one point ATS and VMS integration and single sign-on. Leveraging the power of data gleaned from engaging millions of candidates and contingent associates every year, PeopleScout enhances talent intelligence for clients across more than 70 countries with headquarters in Chicago and Sydney and global delivery centers in Charlotte, Toronto, Montreal, Krakow, Gurgaon and Bangalore. For more information please visit www.peoplescout.com.