

textkernel

Machine Intelligence for People and Jobs



SOLUTION OVERVIEW

Improve deployment success with AI tech for recruitment and talent management

Textkernel offers lessons learned from over 20 years
of experience on various AI for recruitment automation
use cases



It is becoming increasingly common for today's HR and corporate IT professionals to consider investing in AI solutions that support, automate and improve their HR processes. This necessitates planning and anticipation of the challenges that will need to be addressed during the implementation of HR IT transformation and technology.

Corporate organizations adopt AI technologies to assist in addressing a series of challenges. These may include improving candidate conversions, high-volume document processing, searching and matching across talent pools and candidate networks, and enhancing internal mobility.

To shed some insight on some of the most important considerations required for successful implementation, we asked our customer success, project managers and delivery teams. They offered important insights on the most common challenges experienced when these kinds of projects are implemented, and how to mitigate for a successful deployment.

1. Improving candidate conversion and automating screening

The automation of the candidate shortlisting process brings corporate HR obvious advantages in both time savings and greater agility for recruiters. A more streamlined recruitment process also allows for more candidates to be screened, while still ensuring the most talented candidates are given a more personalized touch.

Solutions like [Career portal matching](#) have proved invaluable for Textkernel customers like [Rheinmetall](#). However, implementing them can still bring challenges.

These challenges can include – as cited by our Senior Project Manager, Hasan Yilmaz – different candidate search processes, and the need to make decisions regarding 'knock-out criteria' and the degree to which 'perfect matches' are needed. In these cases, perfection can be the enemy of 'good enough' solutions.

Data protection is another crucial aspect; which data should be used, and where should it be stored when processing personal information? Candidate data may be anonymized, but when it is processed as results, GDPR is applicable.

As for how HR and HR IT partners can mitigate these challenges, Yilmaz suggests that depending on the needs of the customer, data protection requirements should be addressed and clarified at the very beginning of a project to minimize avoidable delay.

2. High-volume document processing and CV parsing

Recruitment tends to entail the processing of significant volumes of candidate documents. It is therefore invaluable for many Textkernel customers to have access to our industry-leading multilingual resume and CV parsing tool, [Extract!](#), which maximizes efficiency without compromising accuracy.

However, as our Senior Technical Consultant, Inès Cannaud points out, there can be pitfalls in the implementation of Extract! for corporate customers. We need to consider how to handle parsing when the given document or file is too large or contains multiple document types.

HR departments do not typically wish to spend time asking candidates to resend their documents in fragments, with CVs, cover letters, references, certificates and extremely large document files all potentially causing issues. HR staff may also lack the bandwidth to deal with file restrictions.

Furthermore, GDPR regulations create difficulties in terms of splitting documents into parts, given that documents cannot be modified without candidates' consent.

According to Cannaud, new technology and regulations that seek to minimize data requirements bring with them a need for HR and IT to rethink what information is really needed from candidates at each stage of the process. Organizations should ask themselves how much data is genuinely required to make initial shortlisting decisions, or to move candidates to the next stages of the interview and screening process.

Cannaud urges stakeholder management and alignment on candidate requirements and screening data, and who to send forward in the process.





3. Searching and matching in existing candidate pools and talent networks

With the passing of the years, in the absence of technology to tackle this, an organization's existing talent pool and candidate network can become ever-more overwhelming to manage. It is therefore no wonder that so many organizations 'lose touch' with candidates in their database who could represent excellent matches to specific roles.

Textkernel's [AI-based searching and matching solutions](#) help firms to better leverage their existing candidate pools, reducing both time-to-hire and candidate acquisition costs.

But as Cannaud observes, corporations looking to adopt this technology may inaccurately perceive that such a solution represents something 'magical', or that AI is simply about 'pressing a button'. Nor can this searching and matching technology be deployed 'out of the box' in the same way across all possible use cases.

Cannaud proposes that HR and HR IT partners better mitigate these issues by putting in place a user adoption plan and the training of key users, as AI does not just amount to 'new' or different buttons or functionality. End and key users also need to be involved in how the AI solution is designed and works.

In many ways, AI-based searching and matching is akin to 'power steering' technology, in that it requires a rethink of the effort users need to exert. Users must understand the power of the technology and how to use it, rethinking what they do and why.

4. Improving internal mobility

There are many good reasons why corporations and HR departments today should be proactively looking to empower [internal mobility](#). Sourcing new talent externally can be time-consuming and expensive due to such recent challenges as talent shortages in the broader labor market, and digital disruption profoundly affecting how talented candidates find suitable opportunities.

Fortunately, Textkernel offers AI-based solutions to encourage the greater internal movement of talent already present within an organization.

This, in turn, can greatly reduce the organization's cost-to-hire and time-to-hire. It can also help bolster the satisfaction of existing employees who can be quickly matched to suitable opportunities in their current organization, making them less likely to seek out vacancies elsewhere.

But as Textkernel Customer Success Manager Sicco Janssen notes, there can be difficulties in getting both recruiters and candidates fully participating in internal mobility programs. Reluctance can arise where such participation is subject to candidates manually 'opting in' to be approached about potential internal opportunities.

'Opt in' rates may be low where there is a need for candidates to not merely 'tick a box,' but also complete an entire application form sharing details to which, in any case, the organization likely already has access to.

Candidates already working at an organization effectively already have an 'internal CV,' consisting of their position, responsibilities and even information about past projects, yearly job reviews, that their employer can leverage and keep up to date with the help of AI.

Better results can be gained from adopting an 'opt out' rather than an 'opt in' model, making all parties feel included, and operating via a transparent process for everyone involved.

Conclusion

The task of matching the right candidates to suitable roles can be more laborious, expensive, and time-consuming for HR professionals. This can be particularly so given a backdrop of ever-increasing applicant data to sift through, and ever-more stringent data security regulations and guidelines.

Adopting AI-based solutions can therefore be invaluable for corporations that are looking to reduce their candidate acquisition costs and shorten time-to-hire, while identifying and progressing the candidates that are the best match to specific vacancies.

Key to success in deploying these technologies is a thorough thinking of both the candidate journey and the recruiter workflows. Organizations that look to the changing contexts of changing regulation and the technology available to automate key information-gathering processes, stand to benefit most from what AI for recruitment has to offer.

Talk to our team at Textkernel, and we will be pleased to assist you in navigating these challenges with our AI-based solutions, so that your organization can achieve more streamlined and effective HR processes.