IBM Watson® Recruitment

Transform recruiting and address bias with AI

Highlights

- Prioritizes job requisitions and makes predictions on application progress to optimize workload.

- Analyzes your hiring practices for adverse impact and addresses bias to ensure an inclusive and diverse culture.

- Captures real-time market insights and employee sentiments for efficient workforce engagements.

Recruitment is a critical gateway to building the right human capital for an organization. On any given day, recruiters must figure out what important criteria to look for in candidates, sift through multiple job requisitions, mine through résumé after résumé to find the right talent to meet company requirements, and balance the competing needs of various business units, among other tasks. Despite adopting analytics, recruiters continue to invest large amounts of time in setting expectations on time required to fill a position, tracking and communicating progress, and ensuring a smooth and efficient process for their stakeholders.

66% of CEOs believe cognitive computing can drive significant value in HR.[1]

IBM Watson Recruitment is an AI-powered solution that works with your ATS (Applicant Tracking System) to increase recruiter efficiency and enable HR to improve and accelerate people's impact on the business. Using structured and unstructured data from applicants, it automatically analyzes and ranks the candidates that are the best match for the job – without human bias – and identifies adverse impact to ensure a diverse and inclusive culture. Priority requisitions are flagged based on drivers like job complexity, skillset required, and seniority. This helps recruiters more accurately estimate the time it takes to fill positions, resulting in more focused efforts.
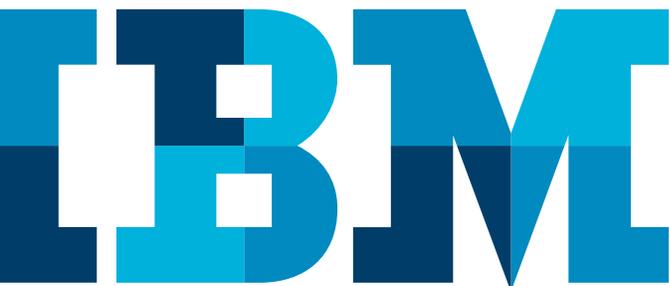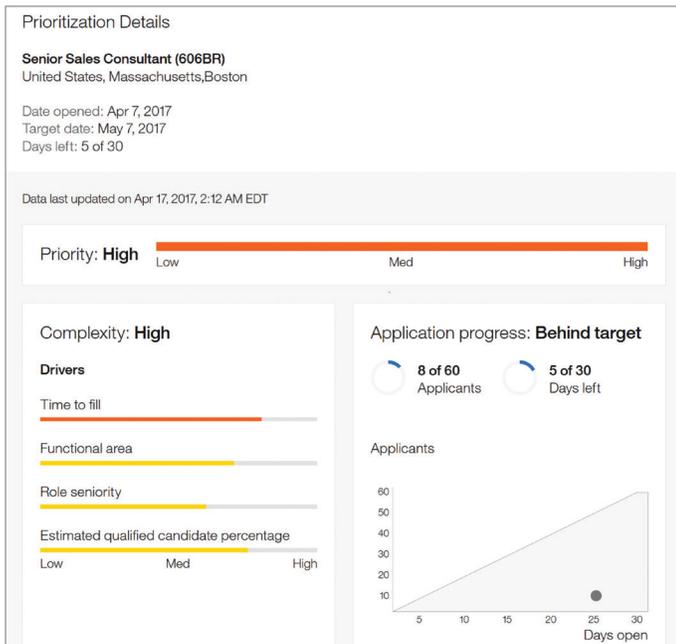
Recruitment transformed with Watson

Watson Recruitment helps recruiters prioritize open requisitions using AI-powered insights. By analyzing historical data on each requisition's complexity, skill requirements, and duration to fill certain jobs, it provides an assessment of which roles will be more difficult to fill and why. This helps recruiters allocate their time more efficiently and helps recruiting managers allocate open requisitions better across more- and less-experienced, or specialized, in-house and external recruiters.

Watson enhances the recruiting process by:
- **Understanding:** what makes a candidate successful for the job. It points out those unique attributes for every recommended candidate.
- **Reasoning:** performs unbiased and holistic screening, providing a set of recommended candidates.

Requisition Prioritization

Watson Recruitment predicts application progress for a given requisition, enabling recruiters to use data and insights for workload prioritization. Using IBM Watson Talent Frameworks and historical job application data, it analyzes the complexity of a job based on skills, location, seniority, etc. Current data about inflow of candidates from existing Application Tracking Systems helps calculate an estimated time to fill, as well as duration of the progress.

Together, based on job complexity and progress, these insights help recruiters make decisions about the priority of a given job requisition.

Candidate Match Score

Watson Recruitment compares attributes found on candidate resumes against the attributes found on the job role, thereby assigning a score. It leverages IBM Watson Talent Frameworks for skills, parses unstructured data, and leverages AI to further analyze soft traits. Watson Recruitment allows ranking of active job applicants on requisitions, with the ability to post scores to an existing ATS.

It automatically surfaces the right candidates — and how they compare against each other — for any job requisition.
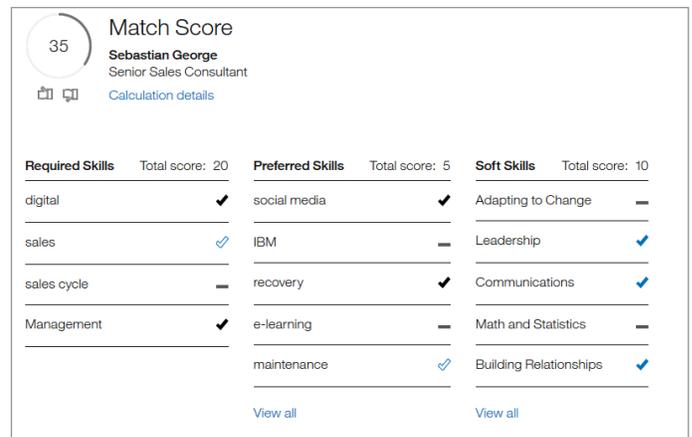
Select candidates that are the right fit

Track progress of priority requisitions

Candidate Success Score

Watson Recruitment analyzes historical data on previous hires and indicates whether that person was considered to be a success. Using AI, it creates a Success Profile from over 50 influences including Match Score. This Success Profile is used to score applicants based on their predicted success using objective, unbiased historical data.

Success Score

86

Tammy Wallin
Senior Sales Consultant

Calculation details

| Key influencer by weight	Rating	Significant value
Most Recent Organization Tier	Medium	Cardinal Health
Most Recent Major Tier	Medium	Marketing
Most Recent University Tier	High	Texas A&M University
Customer Focus Soft Skill	Medium	4 references
Operational Management Soft Skill	Low	1 references
Responsibility and Diligence Soft Skill	Low	1 references
Combined Skills Score	High	33 View details
Drive Soft Skill	Medium	1 references
Communications Soft Skill	High	5 references
Planning and Organizing Soft Skill	Medium	2 references

View all

Candidate Success Tier

Watson Recruitment further refines the analysis by determining the success score that maximizes the number of candidates in each tier based on a target accuracy. This allows HR to focus on tier 1 applicants with confidence, and to determine and weed out tier 3 applicants who are not predicted to be successful.

Success Tier

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Tier 1

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Calculation details

Key influencer by weight	Rating	Significant value
Most Recent Organization Tier	Medium	Cardinal Health
Most Recent Major Tier	Medium	Marketing
Most Recent University Tier	High	Texas A&M University
Customer Focus Soft Skill	Medium	4 references
Operational Management Soft Skill	Low	1 references
Responsibility and Diligence Soft Skill	Low	1 references
Combined Skills Score	High	33 View details
Drive Soft Skill	Medium	1 references
Communications Soft Skill	High	5 references
Planning and Organizing Soft Skill	Medium	2 references

View all

Social Listening

Watson Recruitment processes Twitter feeds, leveraging Watson Discovery API, for sentiment analysis of news. It also shows data from Glassdoor, providing recruiters a window into relevant social conversations about the organization. These insights show employee and market feedback of the company and its designated competitors.

By empowering recruiters with industry news and events that affect employment branding, they are enabled to identify and attract the right talent for the organization as well as guide effective conversations with candidates.
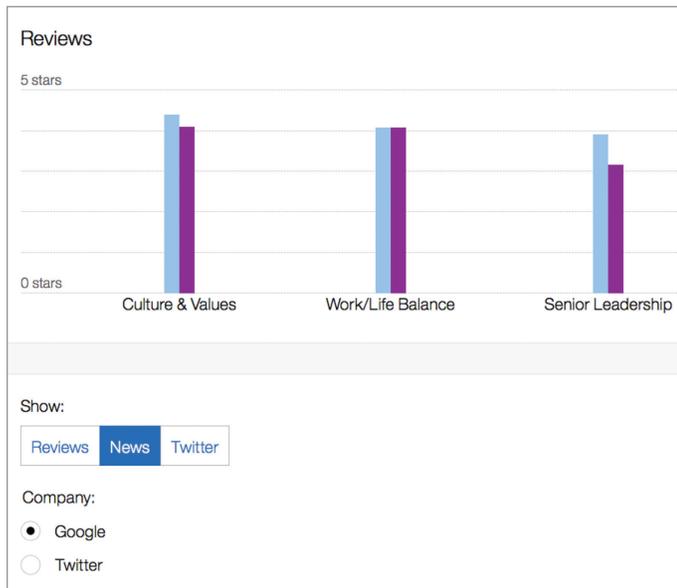
Adverse Impact Analysis

Watson Recruitment's Adverse Impact Analysis identifies whether unconscious bias is present in the hiring process and helps takes action to eliminate it. Once adverse impact is identified, elimination can be accomplished in multiple ways:

- Identify and remove items that are contributing to adverse impact
- Change the success model to correct the adverse impact - whether a result of historical adverse impact or biased hiring practices
- Introduce specific items to drive positive hiring practices
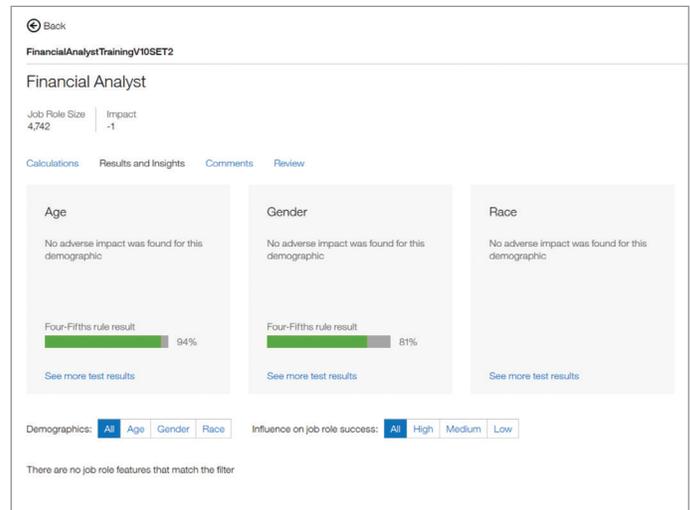
Talent Acquisition Benefits

With IBM Watson Recruitment, recruiters can more confidently build a pipeline of candidates best suited for the organization and place the candidates in jobs that match their skills, experience, and expertise. The benefits to the organization include:

- Improved recruitment efficiency, with focused efforts so that high-priority requisitions are immediately recognized and acted upon.
- Minimized complexity in candidate screening, with a data-driven approach enabling faster and more informed hiring decisions.
- Diverse and inclusive hiring practices, free from bias and adverse impact.
- Increased productivity across hires that are retained longer, saving search and replacement costs.
- Informed HR professionals, with insight into employee sentiments through social listening, and ability to drive better conversations with candidates.

To learn more about IBM Watson Recruitment and other Watson Talent solutions, visit ibm.com/talent-management, or contact your IBM representative.

IBM.

1 *Extending expertise: How cognitive computing will transform HR and the employee experience,* IBM Institute of Business Value Study, Jan 2017

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