# IBM Watson Recruitment

*Transforming talent acquisition with cognitive capabilities*

## Highlights

- Candidate Recommendations using cognitive analysis and learning, for informed decision making

- Prioritised Job Requisitions and predictions on application progress, for optimising workload

- Social Listening captures real-time market insights and employee sentiments, for efficient work-force engagements.

Recruitment is a critical gateway in building the right human capital for an organisation. Today, one of the trending topics in Talent Management is about enhancing employee engagement and rightly so. But, that addresses just one side of the coin. Consider a day in the life of a recruiter: sift through multiple job requisitions to figure out what important criteria to look for in candidates; and mine through tons of resumes to find that right talent that meets company requirements.

Just like the candidates they vet, hiring managers also want a consumer-like experience, with relevant information and results readily available at the click of a button. Despite adopting some form of an analytics tool, recruiters continue to invest a large amount of time in setting expectations, on how long it takes to fill a position, track and communicate progress, while ensuring a smooth and efficient process for their stakeholders.

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

IBM® Watson Recruitment is a cognitive talent management solution that increases recruiter efficiency and enables HR to improve and accelerate people's impact on the business. Using structured and unstructured data from applicants, it automatically analyses and ranks without bias, the highest quality candidates who are most likely to succeed and thrive in the organisation. Priority requisitions are flagged, based on drivers like job complexity, skill set required and seniority; to help recruiters estimate the time it takes to fill positions more accurately, so their efforts are more focused.
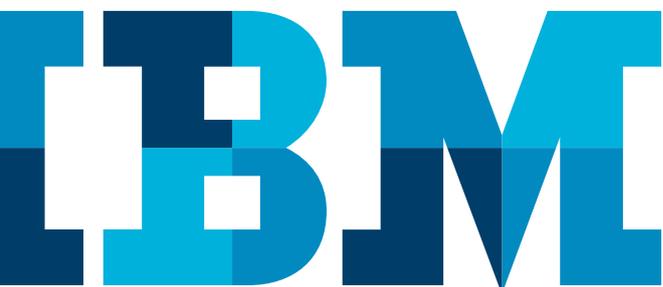
## Recruitment transformed with Watson

IBM Watson's cognitive capabilities help recruiters prioritise open requisitions intelligently. By analysing 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 efficiently and helps recruiting managers allocate open requisitions better across more and less experienced, or specialised in-house and external recruiters.

The benefits of cognitive are three-fold:
- **Understands:** what makes a candidate successful for the job. It points out those unique attributes for every recommended candidate
- **Reasons:** performs unbiased and holistic screening, providing a diversified set of recommended candidates
- **Learns:** by continuously collecting data to add to the machine learning. It also incorporates feedback provided by users directly into the selection workflow.

The core components of IBM Watson Recruitment are —

## Requisition Prioritisation

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

Together, based on job complexity and progress, these insights help arrive upon the priority of a given job requisition.

## Candidate Success Match

Watson Recruitment compares attributes found on candidate resume, against the 'success profile' for a job role, thereby assigning a score. This success profile leverages IBM Talent Frameworks for skills and machine learning on company's historical applicant data with performance indicators. It allows ranking of active job applicants on requisitions, with ability to post scores to existing ATS.

Using cognitive analysis, it automatically surfaces right candidates and how they compare against each other, for any job requisition.

## Social Listening

Watson Recruitment processes twitter feeds, leveraging Watson Discovery application program interface (API) for sentiment analysis of news and shows data from Glassdoor, providing recruiters a window into relevant social conversations about the organisation. These insights show employee and market feedback of the company and their designated competitors.
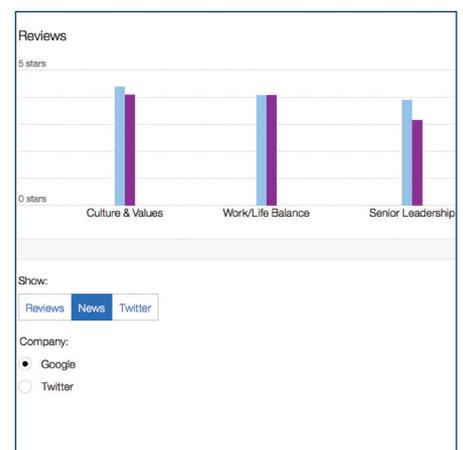
This empowers recruiters with industry news and events that affect employment branding; to identify and attract the right talent for the organisation.
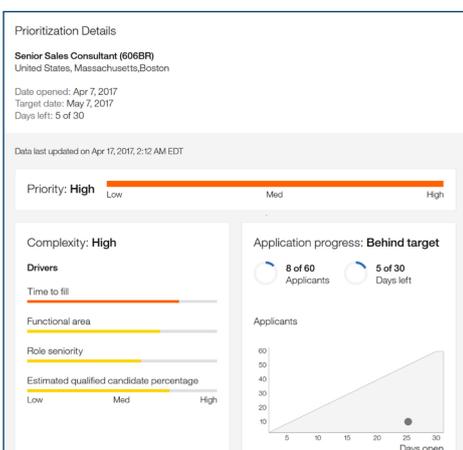


Track progress of priority requisitions
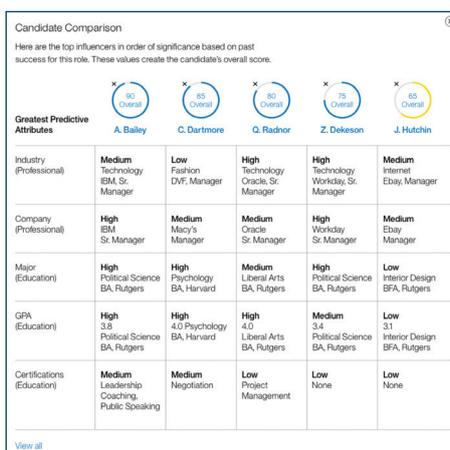


Select candidates that are the right-fit



Gain insights into social sentiments

## Talent Acquisition Benefits

With IBM Watson Recruitment's cognitive efficacy, recruiters can build a pipeline of candidates best suited for the organisation and place them in jobs that match their skills, experience and expertise; with more confidence. The benefits to the organisation are summarised as follows:

• Improves recruitment efficiency with focused efforts so that high priority requisitions are immediately recognised and acted upon
• Data driven approach minimises complexity in candidate screening, enabling faster and more informed hiring decisions
• Increases productive hires that are retained longer, saving costs in replacement
• Social Listening provides HR professionals with an advanced warning system of employee sentiments and data, to driver better conversations with candidates.
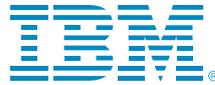
## Why IBM?

IBM pioneers cognitive HR transformation with Watson. Our science is based on three decades of recruiting experience, directly supporting recruiting activity in over 120 countries and in more than 30 languages. IBM provides the global scale and proven know-how to help you sustain profitable business performance through strategic talent management practices.

IBM Watson Recruitment is part of the IBM Watson Talent suite that expands human expertise and judgement with cognitive systems, enabling HR to improve and accelerate people's impact on business in a timely and optimal fashion. Watson Talent solutions help HR professionals enhance their operational efficiency with more impactful talent acquisition, development and engagement.
Bringing you Talent Management to the power of IBM.

To learn more about IBM Watson Recruitment, visit: www.ibm.com/watson/talent, or contact your IBM representative.

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

LOD14160-GBEN-00