

Ebook

Hiring in the Age of AI: Talent Acquisition's Competitive Edge

Introduction

Identifying and securing high-quality talent is a top challenge facing the recruiting industry. In June, the [unemployment rate](#) was around 17.8 million. When it's safe for those out of jobs to get back into the labor market, there is sure to be a surge in applications. In a unique market like this, there isn't time to waste when it comes to filling positions. In fact, [nearly half of employers](#) say filling a job today takes longer than ever in the post-industrial era. Filling positions has never been more challenging and expensive, so you need a tool to make this process quick, efficient, and cost-effective.

How comfortable are people with chatbots?

- Live chat software has a **73% satisfaction rate** as a way for customers to interact with businesses
- **40% of millennials** say that they chat with chatbots on a daily basis.
- Messaging apps have over **5 billion monthly active users**.
- **64% of internet users** say 24-hour service is the best chatbot feature. .
- By 2020, the market already expected **85% of consumer interactions** to be handled without a human agent.

Enter: chatbots—specifically, Conversational AI.

Chatbots help to address inefficiencies in the hiring process. While many of these chatbots are being marketed similarly, not all chatbots solve all problems. There are profound differences between CAI and other bots in their ability to understand, engage, and support candidates.

Conversational Artificial Intelligence(CAI) can help organizations solve recruiting challenges by automating aspects of the hiring process and transforming the online candidate experience. Different from traditional chatbots, CAI combines artificial intelligence, natural language processing, and machine learning to address job market inefficiencies, while maintaining the human-centric nature of recruiting. In practice, it enables recruiters to be more effective with their time and provides candidates a higher quality experience.

Limitations of Other Bots

The statistics truly speak for themselves. People are comfortable with chatbots, and many prefer interacting with a bot over a real person. But, not all bots are created equal.

Chat widgets enable live chat among humans. It's the most basic form of website communication. Chatbots, on the other hand, are a software program that automates conversations with humans to answer basic questions with predetermined answers—basically a multiple-choice format. With these, communication is one-way and confined to the questions you expect candidates to ask. But, with many wanting to get back to work after COVID subsides, you can't always predict what information is valuable to a candidate.



So, What Is Conversational AI?

Conversational AI and chatbots are often used interchangeably. But, in short, Conversational AI is a set of technologies that enable computers to simulate real human-like conversations.

Conversational AI serves a deeper purpose than simply answering FAQs. They assist in building strong relationships with candidates. With a combination of artificial intelligence and Natural Language Processing, your candidates are engaged in a way that wasn't previously possible with existing bots. Rather than a simple input and output, initial candidate conversations can be complex. A CAI learns the nuances of our language and takes into consideration how we say something rather than just what we say. This way, the candidate experience begins with a dialogue that feels more human and less robotic.

Before CAI, there were just two main categories of chat interfaces: chat widgets and enhanced bots. Both have different capabilities and uses. Here's the breakdown:

Chat Widgets

Chat widgets are the most basic form of communication on a website. They enable live chat between humans across a variety of messaging platforms, such as a company website or text messaging. For example, companies often use chat widgets to provide customer service support with a live human via their website. These widgets are often built using off-the-shelf tools, can be programmed to appear on certain pages, and answer basic questions or take over a search query.

Enhanced Bots

An enhanced bot is a software program that automates conversations with humans to answer their questions, only accepting a few varieties of predefined answers in binary (Y/N) or multiple-choice formats. These bots are designed to be transactional in nature or assist in accomplishing very specific tasks—and are unable to deviate from its programmed responses and linear workflow. Their strict reliance on a predefined decision tree and limited ability to ask multiple choice and yes/no questions can often cause frustration with end-users causing them to disengage or drop-off from the conversation.

Conversational AI uses advances in natural language processing, allowing computers to understand human language as it is spoken, to fill the gaps and go beyond the limitations of the conventional chatbot products. These advances in technology allow conversations to be more natural, more robust, and more aware of the end-user. CAI has superior natural language understanding and can recognize nuances in conversations, such as tone and emotion, and the context and intent of what a user is saying, allowing candidates to communicate more naturally in free form responses, jump between topic areas or change answers if needed.

CAI also uses machine learning to enable it to learn from experience—with every conversation informing the next one. As CAI collects more data, it gets smarter. For example, if a candidate provides a new skill that is not recognized in a company's database, CAI will flag it, input it into the database, and recognize it the next time another candidate mentions it.

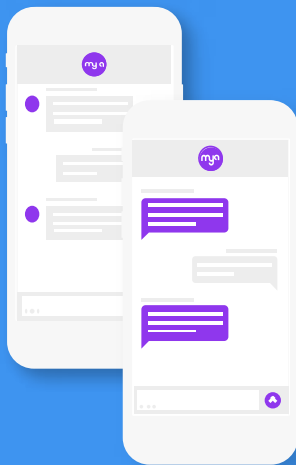
How Is CAI Different from Other Bots?

Let's Break It Down:

Issue	Conversation AI	Enhanced Bots
Engagement	Instant engagement to boost candidate experience is good, but a human dialogue is better. A dialogue requires two parties to understand what the other is saying, respond to it, and remember what was said. Otherwise, the conversation becomes robotic and one-sided.	Enhanced bots provide instant engagement as well, but that engagement is robotic and shows lack of understanding and empathy for the candidate. This results in a one-sided conversation that can be frustrating to your candidates.
Context	A CAI takes into consideration what a candidate says, regardless of how they present the information. If information was given at an early stage in the conversation, a CAI can recall that information when it is relevant. This results in a human feel.	Enhanced bots use a Y/N or multiple-choice method to answer queries, which removes any context. It does not recall information previously given by the candidate or organization.
Tone	Human conversations are not just a back and forth sharing of information. Even professional conversations are full of personality, emotion, and a surprise here and there. A CAI like Mya acts as a brand ambassador; showcasing the tone of your company.	Utilizes a generic tone, not specific to your brand. The enhanced bot will seem separate from your organization. The tone is programmed within the bot and does not change as the tone or context the candidate is using changes.
Memory	With CAI, conversations aren't isolated. It remembers complex, multi-part statements, changed answers, or interjections and can shift the direction of a conversation toward the intended goal. Machine learning algorithms learn continuously from millions of interactions, to continually improve the accuracy of responses and expand the breadth of knowledge.	Enhanced bots provide isolated back-and-forth conversations without the context of what was previously said. This can result in wasted time for your candidates which could result in a subpar, frustrating candidate experience.

A Competitive Advantage

Recruiters and hiring managers alike have a need for tech that meets their organization's needs after COVID-19. With chatbots, specifically Conversational AI, you get a competitive advantage. Here are the proven advantages that you'll see when integrating CAI into your hiring process.



1.

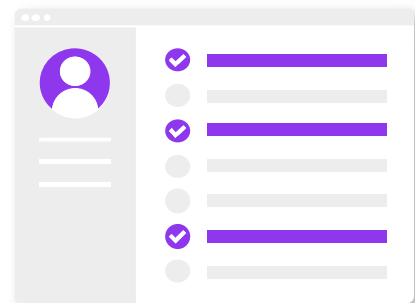
Replace Your FAQ

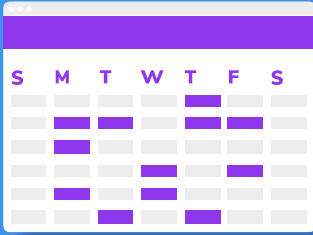
An interested candidate is still going to have basic questions about your organization. Rather than your recruiters spending their time answering basic questions or redirecting candidates to a page on your site, frequently asked questions can be addressed by Conversational AI.

2.

Build Rapport and Get to Know Your Candidates

Conversational AI starts a dialogue between your company and its candidate pool. A CAI can ask intricate questions and remember specific details that make for a more meaningful conversation than more basic bots. In turn, the candidate is left feeling cared for, and recruiting teams get the crucial information they need to make the best hiring decision.



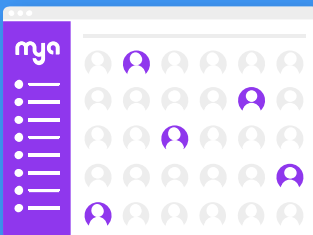
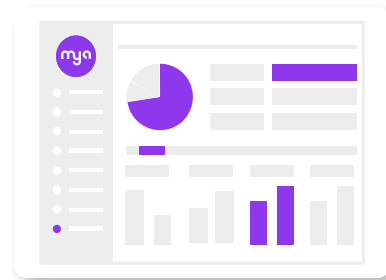


3. Coordinating Your Schedule of Interviews

CAI removes the tedious administrative duties of setting up calls and meetings with potential candidates. This gives recruiters their time back to prepare for a meaningful conversation with the comfort of already knowing their experience and skill set. Which brings us to our next point...

4. Qualify Candidates Before You Meet

CAI is equipped to cover necessary questions about candidates' qualifications, experience, and skills. It then ranks the candidates it deems qualified and presents this data to make an informed decision. This way, once recruiters meet in-person, they can focus more on other more difficult to screen qualities.



5. Robust Candidate Experience

83% of job seekers will change their minds about a company or role they liked if they have a poor candidate experience. In a tight labor market where there are more jobs than workers to fill them, providing a great experience for your candidate pool is vital. When you can stand out from the competition and respect your candidates' time, you are one step ahead of your competition. The most apparent way a chatbot does this is in the speed of the process.

The most time-consuming aspects of the hiring process aren't the actual decision-making parts—it's the downtime. A candidate submits a resume, but you have too much on your plate. You want to move forward with an interview, but you need to check your schedule for some free time. A Conversational AI makes the process instantaneous and mindful of your candidates' time even with high volume hiring—benefitting all parties.

The recruiting landscape has dramatically changed since the global pandemic. A rise in unemployment, advances in technology, and changing candidate expectations have all impacted the way companies find and attract talent. In today's hiring market, candidates are increasingly frustrated with their applications disappearing into the recruiting “black hole” and never hearing back from organizations. In fact, on average, [250 people apply](#) to every job posting—85 percent of those applications fall into the black hole with no follow-up from the company. When unemployed candidates are in dire need of an income and normalcy, they can't waste their time finding their way out of a candidate black hole. Organizations must look at how to address these recruiting challenges, and better meet candidate needs or risk losing out on the talent they need to take them into the future.

Conversational AI will change every aspect of when, where, and how you engage and communicate with your candidate pool. If you're ready to rise above your competitors and impress your candidates, [say Hello to Mya today!](#)



About Mya

Mya is the leading conversational AI recruiter. The solution helps hiring teams scale their sourcing efforts, screen and shortlist large applicant pools, automate the scheduling process, provide onboarding and HR support, and deliver a world-class candidate and employee experience. Mya applies proprietary natural language and machine learning techniques to have open-ended, natural and dynamic conversations, gather deep candidate insights, and build trust and confidence with its users. The technology interacts with candidates through SMS, WhatsApp, and other messaging applications and can be embedded into your career site and application process. Mya is highly configurable, speaks multiple languages, and can be seamlessly integrated into your ATS, CRM, and calendar systems.

Request a demo: <https://mya.com/request-demo>

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