

Smarter Solutions: Talent Acquisition Technology

Less Quantity, More Quality

Flooded with too many people at the top of the recruiting funnel, today's employers seek solutions that identify, attract, and engage the right talent – quickly and effectively.



Among 1,000 HR decision-makers:

97%

agree that increasing their organizations' investment in talent attraction and engagement technologies would drive business success

88%

plan to increase such investments over the next two years



Employers Commit to Better Solutions

Among HR decision-makers surveyed about key talent attraction and engagement innovations:

27-39%

report widespread use

36%

are in pilot or early adoption

15-20%

plan to adopt within two years

Innovation at Work

Programmatic Advertising

Such solutions automate the buying process for job ads in electronic marketplaces by:

- Applying analysis to optimize buying across multiple publishing sources
- Ensuring the right ad reaches the targeted audience
- Offering cost-per-click pay options that drive certainty in the ad buying process

Social Search

Forego keyword searches and free up recruiter time with search solutions that:

- Identify and engage talent from across social media channels and internal databases
- Rank potential talent in seconds using contextual cues and AI
- Lead recruiters to candidates who best align with job opportunities

Conversational AI

An intelligent chatbot on an employer's career page:

- Engages job seekers in natural questions throughout the application process
- Tackles the "black hole" of communications to keep candidates engaged
- Screens out mismatched candidates

Writing Analysis

Writing analysis tools apply machine learning to:

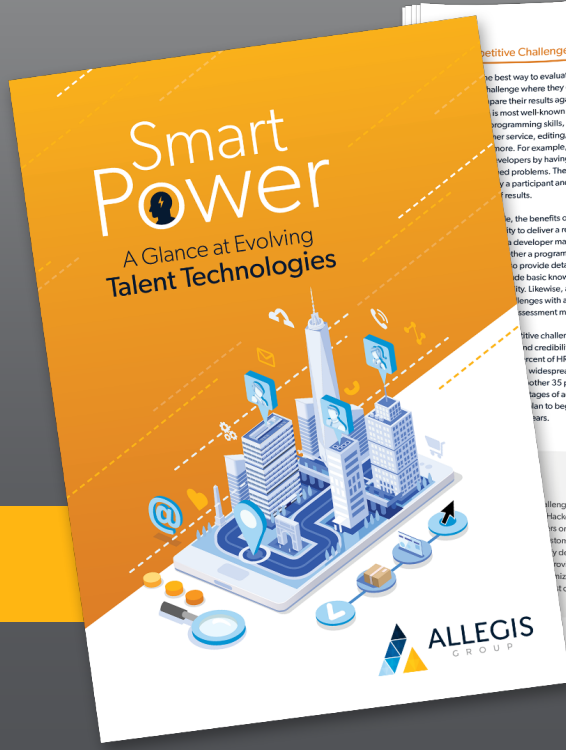
- Recommend improvements for job advertisements and candidate emails
- Refine text in real time while a recruiter types text in a field
- Remove bias, better target talent, and deliver compelling messages



Download the Report

To find out how advances in technology translate to a real advantage for employers and workers, download, "Smart Power: A Glance at Evolving Talent Technologies."

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