

## Artificial Intelligence applications in HR

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### What is Artificial Intelligence?

Artificial intelligence (AI) is the simulation of human intelligence in computers that have been trained to think and behave like humans. The word may also refer to any computer that exhibits human-like characteristics like learning and problem-solving.

The ability of artificial intelligence to rationalize and take actions that have the best chance of achieving a particular goal is its ideal function. Machine learning is a branch of artificial intelligence that refers to the notion that computer programs can learn from and adapt to new data without the need for human interaction. Deep learning techniques allow for this automated learning by absorbing large quantities of unstructured data including text, images, and video.

### Artificial Intelligence and Human Resources Management

Automated systems allow for a more intuitive, personalized, simple HR experience for candidates and employees. In the HR and hiring industry, AI is being used to meet the needs of employees and applicants by talent sourcing, applicant evaluation, employee development, arranging interviews and meetings, and communicating with employees. Gumessay's Valerie Caswell is a specialist in online marketing.

Artificial Intelligence (AI) is changing the way things are done in every field of industry. The future of the HR industry lies in the unusual combination of digital AI and human services, which is constantly being built thanks to developments in machine-learning technology.

Candidates and workers will have a more intuitive, customized, and quick HR experience with automated systems. AI's developments and applications in the HR and hiring industry are various, serving the needs of employees and applicants through talent sourcing, applicant evaluation, employee growth, interview and meeting scheduling, and employee engagement. Below are some of the application areas of AI in Human resources.

### Leveraging Transactional Workforce Data

HR teams can use AI to predict employee potential, fatigue, flight risk, and even overall engagement, according to Jayson Saba, senior director of product marketing at Kronos. This will allow for more fruitful discussions to enhance employee experience, retention, and performance.

He added, "It's now possible to use AI to create smarter, customized schedules and to use AI to review

time-off and shift-swap requests in real-time based on predetermined business laws." Employees, especially those in frontline/hourly roles who must be present, are given more flexibility over their work/life balance as a result of this. "Using AI to handle these important yet repetitive administrative requests often frees up time for managers to spend on the field, engaging with customers, and training teams," Saba added.

## Powering Workforce Analytics

Organizations are shifting to workforce analytics and planning, according to results from the Forrester Software Tide: Cloud Human Resource Management, Q4 2019. AI and machine learning are becoming more common in these workforce analytics applications.

According to Saba, "AI in HR empowers managers to solve challenges and can contribute to more informed decisions that impact employee and organizational success." "Using real-time analytics, for example, managers will see how absences, open transitions, and unplanned schedule adjustments will affect key performance metrics, allowing them to make more educated decisions and prevent problems before they arise."

According to Emily He, SVP, Oracle's Human Capital Management Cloud Business Division, the new developments in machine learning and artificial intelligence are quickly approaching the mainstream. According to a press release about the Oracle-Future Workplace report, "this has culminated in a huge massive change in the way people around the world communicate with technology and their teams."

"At work, the human-machine relationship is being redefined, and there is no one-size-fits-all solution to effectively handling this change," she said. "Instead, businesses should collaborate with their HR departments to personalize their approach to introducing AI at work to meet the evolving demands of their global teams."

## Candidate Screening

By reducing the total time to recruit and improving the applicant experience, AI technology streamlines the process of evaluating potential applicants for a job. AI tools can gather the required applicant information by asking preliminary questions to determine if a candidate is appropriate for the position before a full interview with a human HR representative. AI can also answer candidate questions, fill out applications easily, effectively test applicants, and evaluate candidates in record time.

Before conducting full interviews with human HR representatives, AI chat-bots and virtual interfaces can conduct preliminary screenings with candidates to assess for specific qualities, skills, and credentials. This means that by the time the applicants arrive for interviews, the preliminary requirements have already been met, making talent acquisition that much simpler. This frees up HR members' time to concentrate on the more nuanced, personal aspects of screening rather than posing certain basic questions and covering these fundamental topics.

## Engagement and Development

Candidates' communication processes can be streamlined for a more personalized experience and real-time interaction. This may include keeping applicants informed about the status of their applications and maintaining a relationship with them during the waiting period to alleviate anxiety.

Naturally, maintaining this relationship is important during the recruiting process, as well as after applicants have been recruited. AI tools can update documents, collect new information, and perform other minor interaction-based tasks.

Via chat-bots or virtual interfaces, employees may also use AI services as a source of information. When employee problems become more complicated and require the attention of human HR members, AI can bridge the gap by understanding when to refer to humans for interpersonal help, such as scheduling appointments, arranging meetings, and facilitating contact.

Employee participation in internal communications may also be managed using AI, whether it's demanding meetings, updating personal details, providing leave notice, or filing a report. In turn, these interactions can be streamlined for the company via online portals and servers, saving time and effort for employees dealing with such critical paperwork.

## Employees Training

During their first few months with the company, new workers will need preparation, orientation, and support. They'll have to adapt to their new positions, learn new habits, and blend into the company's culture. AI interfaces will walk new hires through processes, protocols, rules, and tools, as well as address common questions and concerns in real-time. AI will serve as a repository of company data that new employees can access at any time, no matter how trivial their demand, without wasting valuable senior employees' time dealing with minor issues.

Many employees may find that training is more relaxed and effective when it is overseen by a virtual AI trainer rather than a senior employee, as it can minimize performance anxiety and increase personal trust in asking questions without fear of being judged or wasting time. By having continuous access to personnel files and company policies, a virtual instructor may provide customized assistance during training.

From vital procedural roles to standard interpersonal encounters, new hires must grasp the company's standards and expectations. As a result, integrating AI and human HR resources to provide this seamless orientation experience is extremely useful.

AI's advantages as a machine-learning-driven initiative are infinite, particularly when used in conjunction with conventional human HR interactions. These vital services can be delivered at lightning speed, with real-time responses, consistent alerts, and a seamless HR experience.

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