



Preparing your Staffing Company for a World with AI

Speakers:

- **Jacky Carter**, Group Digital Engagement Director, Hays
- **Eyal Grayevsky**, CEO & Co-Founder, Mya Systems
- **Brian Wallins**, Research Manager, SIA

Moderator: **Adrienne Nelson**, Senior Director, CCWP, SIA

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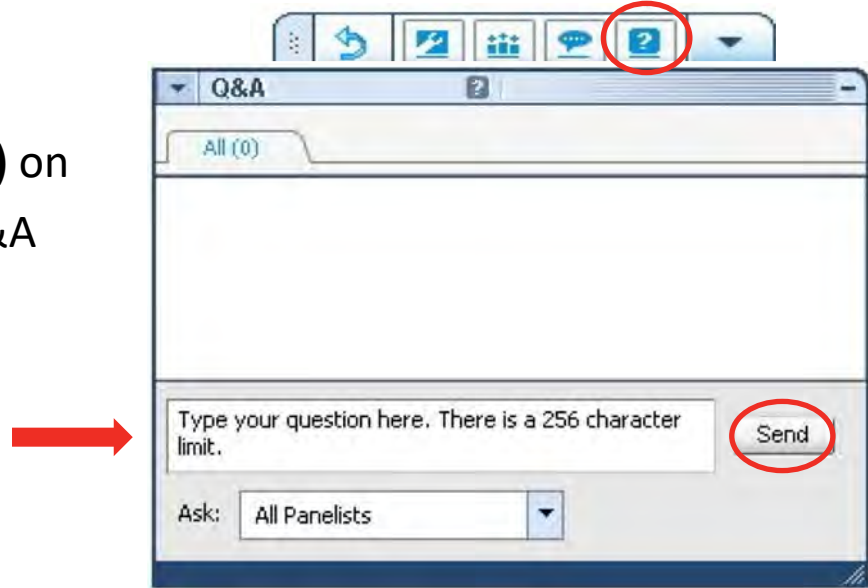
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Our speakers today:

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Group Digital Engagement
Director, Hays



- **Brian Wallins,**
Research Manager, SIA



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AI is Racing Mainstream

- **37.3% CAGR**

Global spending on cognitive/AI software (2017-2022) per IDC



- **\$1.9T in 2019**

Global AI-derived business value forecasted by Gartner



Broadening Use of AI in Staffing



We're ever broadening our use of AI.

We use it in recruiting for candidate discovery.

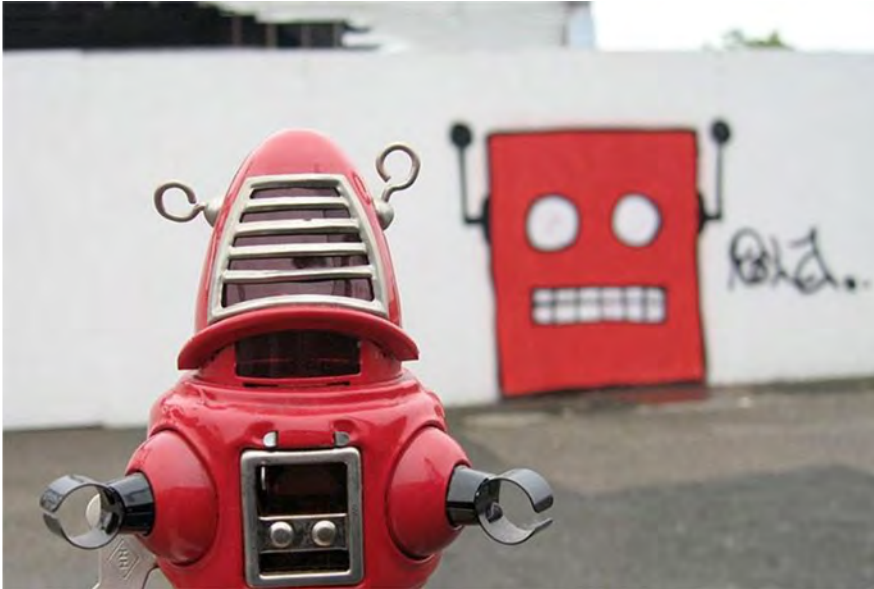
We use it when we fill jobs with the matching engines.

We use it in marketing where we micro target candidates and clients, where we individualize the message by candidate and by client.

We use it in sales where we prioritize for our field staff the leads using our scoring engines.

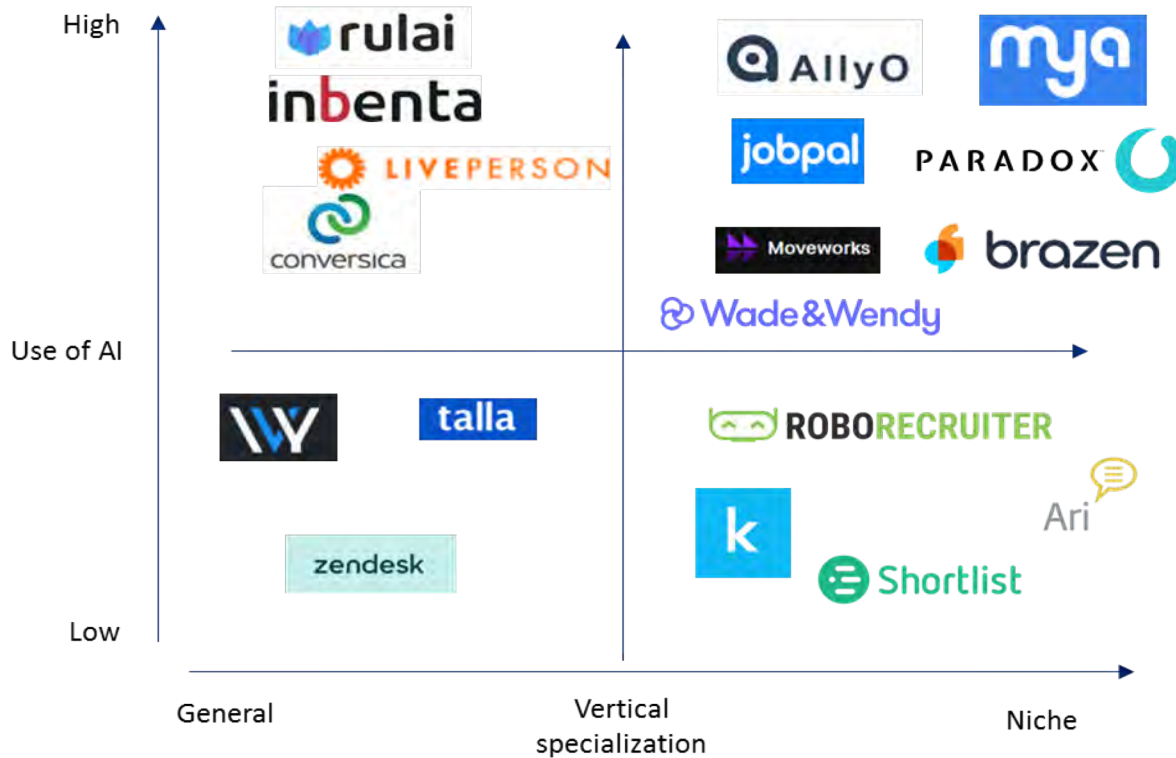
- Keith Waddell, President and Chief Financial Officer, Robert Half International

The Role of AI Chatbots



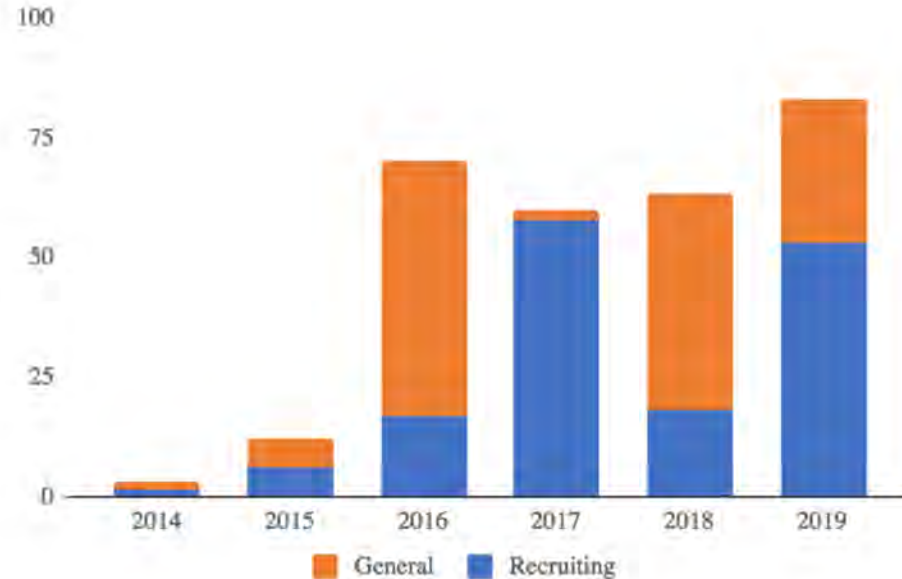
- Increase recruiter production
- Reduce time to interview
- Increase funnel conversion
- Outreach automation

Chatbot Segmentation



Robust Investment Appetite for Chatbots

Chatbot investment by year and category, 2014 – 2019 YTD
(\$M)



Source: Crunchbase, SIA

The Problem AI is Solving in Recruiting

The history of technology in the recruiting industry

- **1989** → Computers and internet give people access to email
- **1994** → Advent of Job boards like Monster and Careerbuilder
- **1996** → Early forms of Applicant Tracking Systems introduced
- **2004** → LinkedIn founded
- **2005-2011** → “2nd Wave” - ATS 2.0, job aggregators, professional networks
- **2012-2016** → “3rd Wave” - ATS 3.0, employer branding, sourcing tools

Technology brought advantages but not without unintended consequences

- In recruitment, near-universal availability and ease-of-use of online recruiting tools has led to a huge increase in unqualified and unengaged candidate applications.
- Not enough hours in the day for recruiters to address and sift through every applicant or candidate profile.

85%

Of applicants don't hear back from employers

76%

Of recruiters say attracting quality candidates in number one challenge

The recruiting process is still broken

The job search and recruiting process is riddled with bottlenecks and inefficiencies

75%

Of recruiter time is wasted performing low-value, repetitive tasks

39 days

Average time it takes to get a job using a manual recruiting process

57:1

Average applicant-to-hire ratio using a manual recruitment process

67%

Average workforce turnover in high volume recruiting categories

Adopting AI for your Staffing Business

“

Humans and AI working together will lead to a frictionless recruiting environment where the right candidates are connected to the right jobs, at the right time and the right place.

”

Applications of AI in Recruiting

Applications of AI, Machine Learning and Natural Language Processing in Recruiting



Conversational
AI & Chatbots



Matching
Technology



Predictive
Analytics



Workflow
Automation



Data Science
& Analytics



Skill & Culture
Assessments

What is Conversational AI?

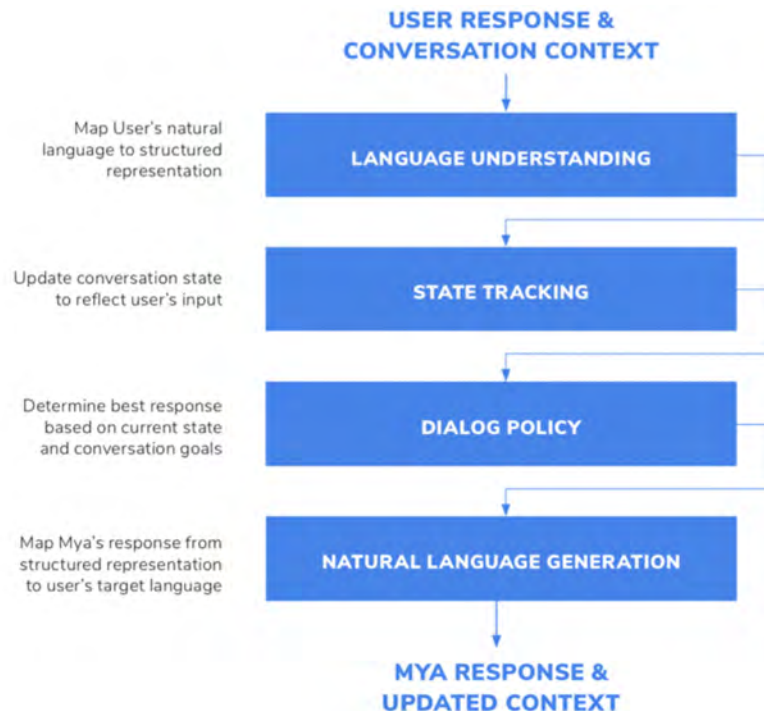
The difference between chatbots and conversational AI

Chatbot

An automated computer program that simulates a conversation using multiple choice or yes/no responses and decision trees to guide users to a limited set of outcomes

Conversational AI

Bringing together chatbots and artificial intelligence with the power of dynamic conversation, human level understanding, and a continuous learning mechanism



The Power of Conversational AI

For the first time, organizations can automate and scale communication with candidates

Limited Bandwidth (Before)

*Monthly output per recruiter

Contacted: 800
Engaged: 200
Submitted: 40
Interviewed: 20
Hired: 6.4

Unlimited Scale (After)

Imagine a world where...

you can talk to everyone,
learn everything about them,
and achieve 3x higher
engagement and conversion
across the end-to-end process



Impacting the Entire Recruiting Life Cycle

Automate outreach and communication with candidates through their entire hiring experience, from job search to hire and from onboarding to career advancement.

Benefits of Conversational AI

If implemented correctly, how Conversational AI can impact your staffing business

	<u>BEFORE</u>	<u>AFTER</u>	
Percent applicants that fall into "black hole"	85%	0%	
The average time it takes from apply to scheduled	7-10 days	8.8 mins	
Passive candidate outreach response	1-2%	40-60%	
Applicant screen completion rate	37%	93%	
Percent of applicants that get placed	3.33%	12.5%	

Building a Business Case

Start by identifying the biggest pain-point in your business that you want to solve

Poor candidate experience

Low recruiter productivity

Too many applicants to manage

Not enough applicant flow

Low profit margins

Low fill-rates

Slow response times

Low NPS scores

Too much spending on jobs boards

Low redeployment rates

High applicant drop-off

Low interview kept rates

Poor candidate data

High associate turnover

Low passive response rates

Use Cases for General Staffing

Automate the end-to-end process and convert candidates with real-time engagement

Screen



Schedule



Retain



Redeploy

Apply

Thanks for applying to the retail position at Acme! We appreciate your interest in a career with us. I have a few questions to complete your application. Do you have a few minutes to chat via text?

Absolutely, let's get started!

Are you at least 18 years old?

Just turned 18

Great! Have you ever worked at Acme before?

Hi Sarah, you seem like a great fit for this role. Please use the following link to select an interview slot.

[Tap for Link Preview](#)

See you Wednesday at 2 pm. Please remember to bring a valid ID, and that no guests or children are allowed. You can always let me know if you need to cancel or reschedule.

Thanks, Mya!

Have a great day!

John, congratulations on your first month! Do you have a minute for a quick feedback survey?

Sure, now works.

Ok. First we're going to talk about the job. How accurate was the role described to you?

Very accurately

Thanks for that. Next, do you feel you have the information, tools, and resources to do your job successfully?

Hi Kirk, it's Mya. It looks like your contract is about to end. Can I help you find your next opportunity?

Definitely! Thanks for asking!

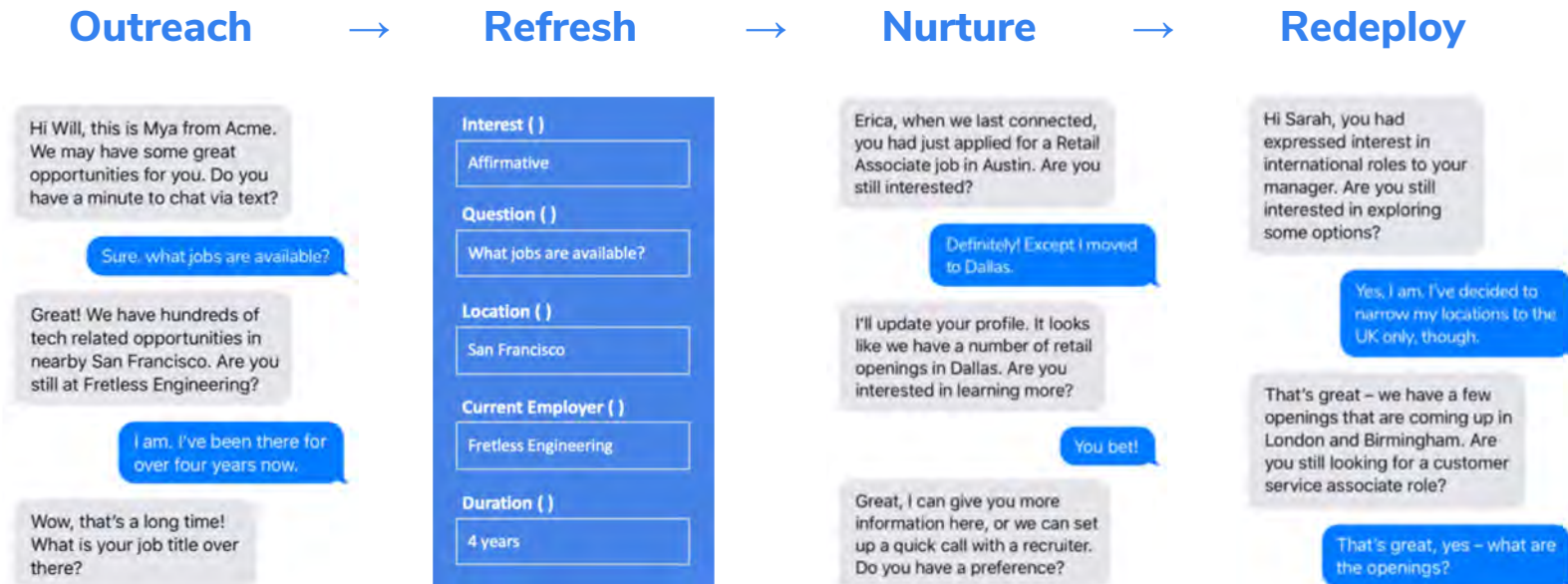
Great! I've got a few quick questions. Do you want to keep working in a warehouse?

Depends on the location and the pay, but probably

Location and pay definitely matter. Do you want to work in the same area or do you prefer somewhere else?

Use Cases for Professional Staffing

Leverage the power of your existing database and spend more time converting hires



HAYS

Recruiting experts
worldwide

22

Specialist Areas

33

Countries Covered

10,000+

Global employees

77,000

Permanent placements

51

Years of Experience

250

Offices Worldwide

>1,000

Jobs filled each day

244,000

Temporary assignments



Approachability

- Find & Engage
- Engaging current worker base
- Quality of the interaction
- Context of interaction

Recruiter Experience

- Increase efficiency
- Time to focus on personal relationships
- Recruiter satisfaction
- Technology working for them

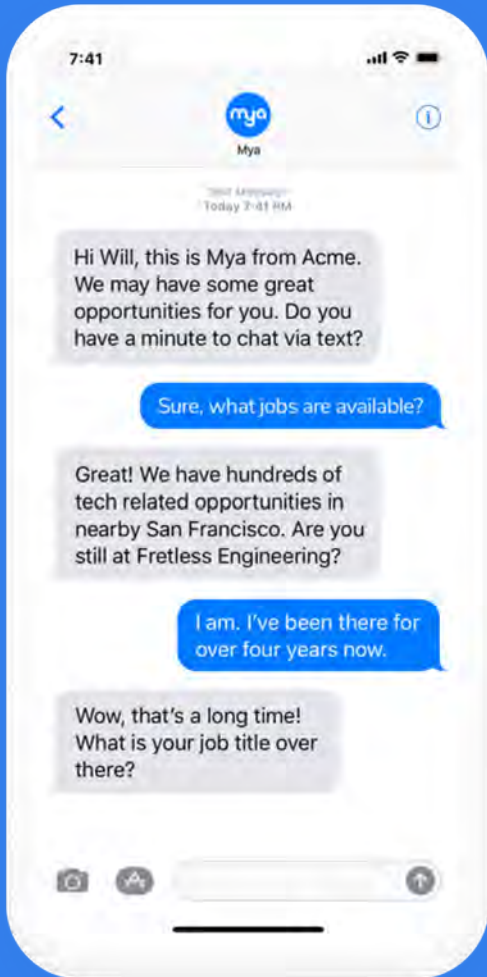


Challenges

- Reaching ex-workers is hard and time consuming
- Heavy reliance on manual dialing
- Incomplete and inaccurate data
- IT workers, trade & labor & office support

AI Success Criteria

- Deep understanding of recruitment process
- Effective engagement and approachability
- Scalable to meet high volume needs
- Ability to flex across role types
- Adoption by team



Mya Impact & Results

Rolling out screening and outreach
across multiple markets globally

Results from Outreach

>5k

candidates
outreached

41%

candidates
engaged

1.5k

profiles
updated

210

interviews
scheduled



Lessons & Takeaways

- Understand your technology stack
 - The importance of structured data
 - Truly valuable data in the intent and context of less obvious conversations
- Map out your existing workflow
- Let the consultants own this
 - They should trust the tech and follow through
- Be laser focused on the problem to solve
 - Develop the success metrics needed



Contact us:

<https://mya.com>

hello@hiremya.com

Request a demo today:

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

Time for Your Questions...

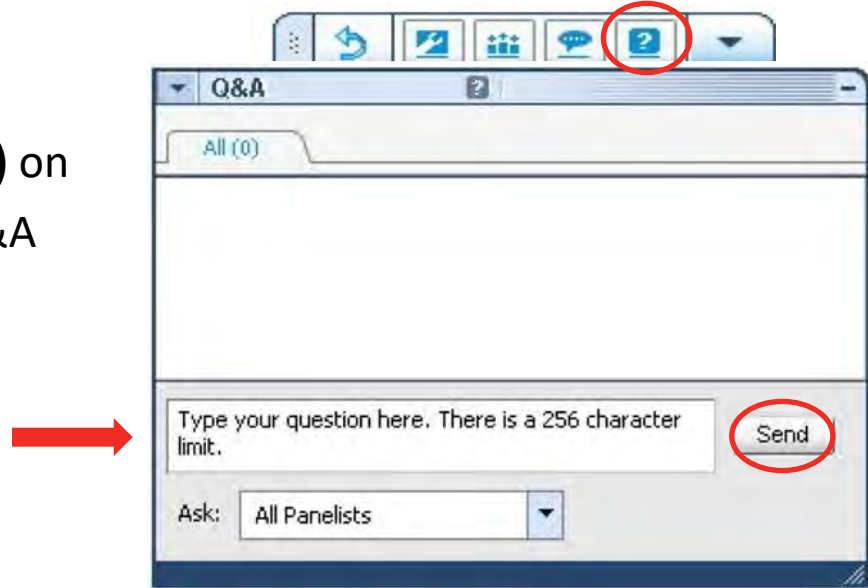


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SIA | Staffing Industry Analysts **Corporate Membership** Webinar

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SIA Resources for Corporate Members



- [Introduction to Chatbots](#)
- [Artificial Intelligence in Talent Acquisition](#)
- [Talent Acquisition Technology Ecosystem](#)
- [Staffing Trends in 2019](#)
- [Workforce Solutions Ecosystem – Report](#)
- [Building an Effective Staffing Website](#)

SIA Webinars

Only SIA Corporate Members may access ALL webinars on demand at www.staffingindustry.com



January 8	Staffing Industry Report Webinar (AMERICAS) – Archived
January 22	How Marketplace Technology Helps You Engage the Next Generation of Workers (AMERICAS) – Archived
February 12	5 Tips to Help You Hire Smarter and Adapt to Win in 2019 (AMERICAS) – Archived
February 20	Staffing Industry Report Webinar (EMEA) – Archived
March 12	Staffing Industry Report Webinar (AMERICAS) – Archived
April 16	“Can You Text It To Me?” How Text Messaging Candidates Will Transform Your Business (AMERICAS) – Archived
May 1	Staffing Industry Report Webinar (APAC) – Archived
May 7	Staffing Industry Report Webinar (AMERICAS) – Archived

May 21	Preparing Your Staffing Company for a World with AI (AMERICAS)
June 4	How to Build a Diverse and Inclusive Workforce (AMERICAS)
June 19	Staffing Industry Report Webinar (EMEA)
June 25	Avoiding a Cash Crunch by Managing Your Customer’s Credit and Financial Strength (AMERICAS)
July 9	Staffing Industry Report Webinar (AMERICAS)
August 21	Staffing Industry Report Webinar (APAC)
August 27	Staffing Thought Leader Webinar (AMERICAS)
September 17	Staffing Industry Report Webinar (AMERICAS)
October 8	Staffing Thought Leader Webinar (AMERICAS)
October 15	Staffing Industry Report Webinar (EMEA)
November 12	Staffing Industry Report Webinar (AMERICAS)
December 3	Staffing Thought Leader Webinar (AMERICAS)








About Staffing Industry Analysts (SIA)

Founded in 1989, SIA is the global advisor on staffing and workforce solutions. Our proprietary research covers all categories of employed and non-employed work including temporary staffing, independent contracting and other types of contingent labor. SIA's independent and objective analysis provides insights into the services and suppliers operating in the workforce solutions ecosystem including staffing firms, managed service providers, recruitment process outsourcers, payrolling/compliance firms and talent acquisition technology specialists such as vendor management systems, online staffing platforms, crowdsourcing and online work services. We also provide training and accreditation with our unique Certified Contingent Workforce Professional (CCWP) program.

Known for our award-winning content, data, support tools, publications, executive conferences and events, we help both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk.

As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

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