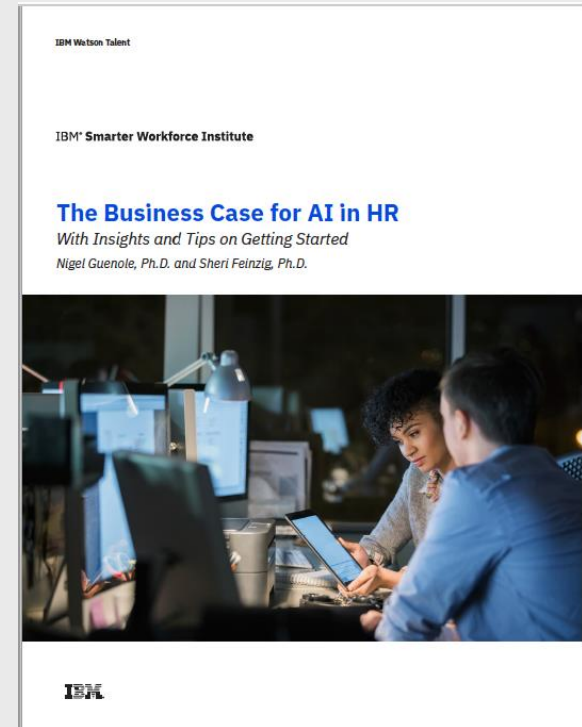# A.I in H.R: What, Why, Where, When, How

Nigel Guenole, PhD

AI IN HR

- What is AI?

- Why do we need AI in HR

- Where is AI being applied in HR?

- Five steps to start your AI in HR journey

- Demonstrating a return on investment

- Societal considerations

What is artificial intelligence in HR?

- Computer systems that augment human intelligence using techniques like natural language processing

- AI HR systems get better at processes they were designed for by learning from data sets and summarizing outcomes of past decisions

Why do we need AI in HR?

Solves business problems in disrupted environments

Secures the right skills when skills rapidly become obsolete

Provides experiences matching Amazon or Netflix

Offers decision support in the work flow in real time

Demonstrate strong accountability for HR budgets
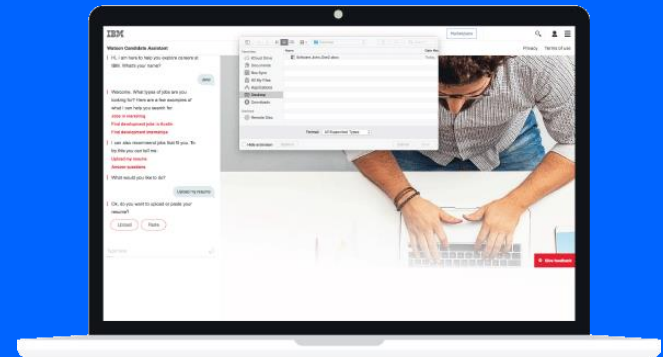
Attract
Candidate experience

86% of

prospective candidates engage to ask questions or search jobs

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Quicker, better candidate matching

Helping CANDIDATES via…

✓ Chatbot + CV upload

✓ Insight into company culture

✓ Job recommendations

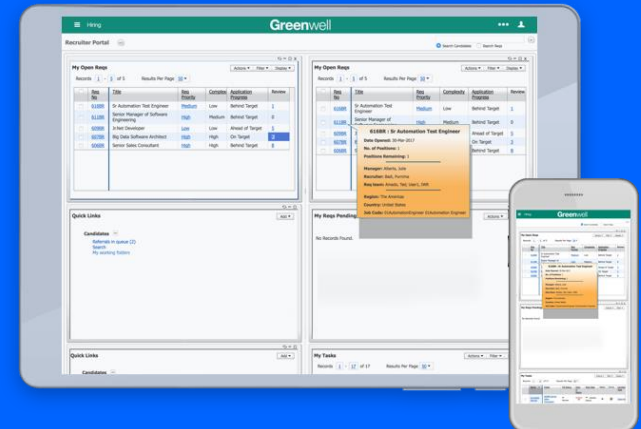IBM Watson Candidate Assistant

Hire
Recruiter Support

⬆ **55%**

screening efficiency gain

Efficient, bias-free hiring

Helping RECRUITERS via…

- ✓ Requisition prioritization
- ✓ Candidate scoring
- ✓ Adverse impact analysis
- ✓ Social listening

IBM Watson Recruitment

Engage
Enhancing motivation

Engagement and employee experience

Alerts for early intervention and engagement

Helping MANAGERS via…

- ✓ Talent alerts – notifications regarding promotions, flight risks, etc.

- ✓ Engagement analysis –content and tone analysis – identifies issues, good news, etc.

Compensation planning
Smarter compensation planning

Attrition

Save management time and improve pay decisions

Helping MANAGERS via…

✓ Compensation decision support incorporating numerous data points

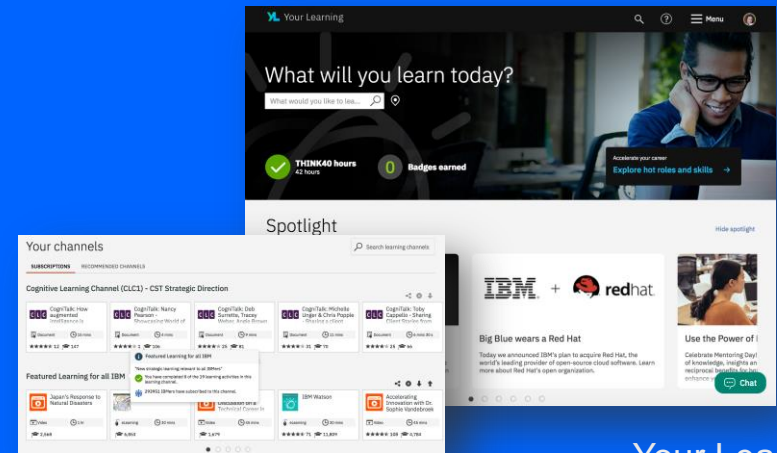✓ Manager can override, system learns

Develop
Personalized learning

98%
of

IBMers visit YourLearning every quarter

Netflix-like, always-on learning

Helping EMPLOYEES via…

✓ Intuitive platform, tailored by role, to connect learners and content

✓ Chatbot for deep content exploration

✓ Faster acquisition of priority skills

Your Learning

Identify the business problem

Specify the minimum viable product (MVP)

Build with the data you have and iterate quickly

Start with a Business Case

Leverage support of experienced firms

If you build, get ideas from your workforce and bring users into the design process

Regardless of whether you buy or build, leverage the cloud

Decide to Buy or Build

Implementation skills versus development skills

Ensure you have HR domain expertise on the team as well as technical know-how

Include strong analytical skills and technical curiosity

Identify the Skills you Have and Need

Self-funding model

Faster you deploy your MVP, the sooner you can deliver improved iteration

Irrespective of complexity, show benefits within 6 to 12 months.

Implement an MVP

Use the ROI method to decide on expansion

Develop a business case tied to revenue increases or cost savings, not soft outcomes

Use design thinking and agile working to scale quickly

Enterprise Roll Out

Questions?

Thank you!