



# Six ways AI will transform the future of IT recruiting





When you need a mobile-app developer with five years of experience in the automotive industry and a proven track record leading agile teams, your recruiters can do the obvious thing: Scan LinkedIn, send out some queries, and hope for the best.

But what if the needle in your hiring haystack doesn't use LinkedIn and isn't open to switching jobs right now?

Or, perhaps you have three finalists for your Python developer opening and no idea how to choose the best one for the job.

Artificial-intelligence technologies are already helping recruiters answer these kinds of queries, with many more innovations already in the pipeline.

Every IT recruiter wants to know how these AI transformations will shake out. But, before we go there, let's define our terms:

- **AI** uses advanced mathematical algorithms to simulate the ways people think, decide, adapt, and learn. Though we're still years away from computers that replicate human cognition, AI developers are solving small pieces of the learning puzzle.
- **Machine learning**, a subset of AI, uses high-powered processors to scan immense data sets in search of patterns that predict future behavior. Algorithms coded to accomplish goals can "learn" by filtering out failures and optimizing successes.

So, how will these technologies affect the future of IT recruiting?

CBTS has a unique perspective on this question, as we have helped many large companies make the most of AI opportunities by recruiting, hiring and placing AI experts to help fulfill our clients' business goals. This eBook draws on the lessons we've learned from implementing AI technologies and recruiting AI professionals, such as:

- Why AI will not make IT recruiters obsolete.
- How AI technologies will reshape IT recruiting.
- Why CBTS has the skills to take advantage of AI recruiting trends.



## Part 1: AI will not automate recruiters out of work

Leaders in the tech space like Microsoft, IBM, and Google are all making major investments in developing AI technology<sup>1</sup>. It's natural to wonder what kind of impact this technology will have on the future of nearly every industry.

At the same time, recruiting qualified, experienced IT professionals is becoming a major challenge for CIOs. This tech talent gap is so widespread that even leading companies are struggling to find the IT employees they need<sup>2</sup>.

We believe that although AI and automation will render some work obsolete, finding the perfect IT professionals for your organization will always take a certain human touch.

The central challenge of recruiting IT experts will continue to depend on essential human activities, such as:

- Developing an intuitive sense of the kinds of people a client wants.
- Understanding the kinds of work IT experts do, and knowing how to craft an appeal to likely candidates.
- Reading a list of ten finalists and finding the top three with the best mix of skills, experience, and leadership qualities.
- Building a network and a talent pipeline.
- Nurturing relationships with potential candidates before they are ready to move.
- Listening to people on the phone to gauge their communication skills and commitment to their current employer.

We can't replicate these qualities with current technology. Nevertheless, AI and machine learning can help us automate things the human brain isn't good at, like identifying patterns in massive datasets, decoding voice commands, recognizing faces, and projecting future outcomes. We believe advances in data science and growth in computing power will strengthen these capabilities.

In addition, advances in AI technologies and tools will help recruiters get better at their jobs. Those best able to master the tools stand the best chance of thriving in the years ahead. We'll explore these tools in the next section.

<sup>1</sup> <https://www.cbinsights.com/research/top-acquirers-ai-startups-ma-timeline/>

<sup>2</sup> <https://www.economist.com/business/2017/12/07/google-leads-in-the-race-to-dominate-artificial-intelligence>



## Part 2: AI tools that will transform IT recruiting

People's online footprints leave digital clues about their character, interests, skills, experience, and outlook on life. In the years to come, AI will help recruiters mine this digital data from dozens or perhaps hundreds of sources. These datasets will be large enough to reveal telling details about IT job candidates that aren't available today.

Picture the ideal IT employee: They have years of talent and multiple certifications. They solve problems quickly without complaint. Bosses and co-workers prize their contributions and hope they'll never be hired away. They're paid well, loyal to their employer, and enjoy their work.

But like anybody, they might jump ship under the right conditions. We all know they're out there, but how do we find them? And what might motivate them to switch jobs?

AI tools will evolve to sort through thousands of people doing similar work and identify the handful who are most likely to respond to your recruiting appeal. AI will also get better at helping you craft the kind of appeal that wins over these candidates.

### More ways AI will help IT recruiters

- 1. Scanning for soft skills.** Once a recruiter identifies the finalists, AI will be able to help assess soft skills like communication and personality type. Tech companies are working on facial-recognition software that can be trained to flag personality traits and interpret body language.
- 2. Testing IT strengths.** Most companies require prospective employees to pass a battery of tests. These assessments will become even more sophisticated as AI technologies allow companies to conduct real-time tests of IT competencies.
- 3. Optimizing job ads.** Traditional HR tasks like posting online help-wanted ads are ripe for disruption. AI will help recruiters optimize specific language that appeals directly to the ideal prospect. It will also scan resumes and cover letters for data points that separate the great ones from the not-so-great ones.
- 4. Engaging chatbots.** If a recruiter's post for a position draws a large applicant pool, they can use chatbots to answer the most common questions among the top candidates. Over time, AI tools will be able to determine the kinds of questions the best candidates ask. That dataset can be correlated with other sources to zero in on the optimum candidate.
- 5. Fighting bias.** AI will make it easier to correct biased language in your help-wanted ads, so you can make your diversity goals.
- 6. Streamlining scheduling.** Calendar tools will make it faster and easier to set up interviews and site visits.

AI tools will help recruiters focus on the most productive tasks and minimize time-wasting work. That means they can place more people in IT roles. Recruiters will also strengthen bonds with clients because they'll be sending them better people.

Ultimately, AI in IT recruiting will allow recruiters to focus on purely human tasks like building relationships and cementing trust. No tool can do that as well as people can.



## Part 3: The CBTS advantage in AI and recruiting

The challenges of AI in IT recruiting are not abstract concepts for our team at CBTS. We deal with these issues every day. Our clients need the best IT talent available, and we need the best tools to find, hire, and place people in the right jobs for their talents. The skills we develop on the client and talent sides of this equation continually reinforce each other.

These are some of the assets we put to work:

- **Unmatched recruiting expertise.** Our team has over 100 years of technical recruiting experience. We employ 900 full-time consultants and draw upon a database of more than 40,000 IT experts with a broad range of skills and certifications. Our rigorous prequalification process ensures everyone we hire has the right training and certification. Emerging AI tools will only strengthen these abilities.
- **Flexible, customized contracting.** We can deploy IT experts on- or off-site in three ways:
  - Hourly contract
  - Contract-to-hire, typically six months
  - Direct placement, with us helping your internal HR team
- **Management and support for deployed consultants.** Our project leads deliver day-to-day oversight throughout a project. They provide a layer of management and an escalation path to ensure success. We also assign consultant care managers (CCMs) to handle administrative tasks like timesheets, expenses, and scheduling.

CBTS has three decades of experience providing advanced technology solutions to some of the largest organizations in North America. It's our business to know how to recruit the IT people with the precise skills our clients need. We advocate the use of any technologies that streamline the process of matching IT people with work that fits their skills and interests.

When we get that right, everybody benefits.



## About CBTS

CBTS is a wholly owned subsidiary of Cincinnati Bell (NYSE:CBB) that serves enterprise and midmarket clients in all industries across the United States and Canada. From Unified Communications to Cloud Services and beyond, CBTS combines deep technical expertise with a full suite of flexible technology solutions that drive business outcomes, improve operational efficiency, mitigate risk, and reduce costs for its clients.



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