

# Artificial Intelligence Brilliantly Expands your Recruitment and Hiring Capacity

Every talent acquisition professional prefers a large applicant pool over a small one. However, if that pool becomes too large, the best candidates get lost in a sea of mediocrity. While there's no substitute for a skilled and intuitive human, a limited number of hours in the day means this approach does not scale well, resulting in either poor hires or over-long hire times that let the right candidates slip away to your competitor.

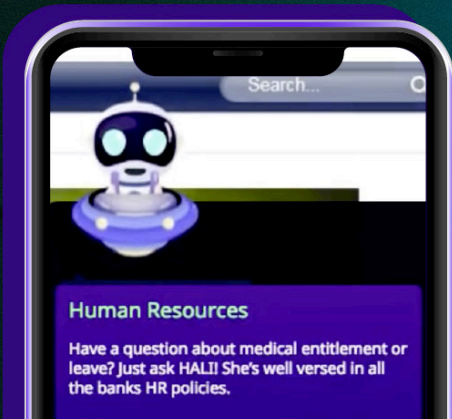
Everise uses artificial intelligence to automate the candidate screening process in ways that can be made to closely resemble how you would do it, given the bandwidth.

Our screening tools begin by performing a fast yet thorough and unbiased assessment of resumes and application submissions, looking for the hard and soft traits deemed most important for the position.

Given a human face and name, these bots then engage with the best candidates to further screen and interview them. Intermittent human "training" helps these bots make decisions ever more closely aligned with your own.



# Case Study: Leveraging Smart Recruiting for a Talent Brand



## CLIENT

One of ASEAN's most important financial institutions, known for attracting the strongest talent in the region.

## CHALLENGE

A strong economy fuelled a surge of growth in the ASEAN financial sector generally and in our client specifically. The resulting deluge of employment applications exceeded the talent acquisition team's capacity to review and process. For example, in one case, 1,500 candidates applied to fill just 20 mid-level management openings. Many of these applicants were drawn by the bank's well-known "digital to the core" corporate culture and expected this to extend to the hiring process.

The bank needed an AI-powered solution and approached Everise, which previously implemented a very successful HR Helpdesk bot, known as HALI.

## ANALYSIS

Everise launched a study of the experiences of both candidates and recruiters to identify the traits in the former most useful for the latter to ascertain.

## FINDINGS

Our study determined that training HALI to screen resumes and conduct interviews in ways that best identified a candidate's score on the Big Five personality trait test would save recruiters countless hours reviewing thousands of candidates.

## SOLUTION

A Big Five personality trait approach required building a new engine to supplement HALI – one attuned to meeting the client's most precise needs.

This new engine, named Smart Recruiter, combines psycholinguistics with machine learning to create a powerful screening assistant. All applicant and candidate information is available in a dashboard allowing reviewers to easily ensure HALI is making the kinds of judgments they approve of.

## RESULTS

Trained to almost instantly reduce the largest applicant pool to a high-quality shortlist of candidates based on very specific and adjustable criteria, Smart Recruiter injected enormous amounts of efficiency – and even fun – into an otherwise inefficient and energy-draining process.

- **Larger Candidate Pool**

Smart Recruiter removed traditional subjectivity and bias bound to affect any recruiter – such as GPA and degree type – thereby doubling the candidate pool. HALI's built-in referral module increased the candidate pool by another 10%.

- **Hours Saved**

HALI efficiently screened and shortlisted candidates to a manageable seven percent matching the bank's criteria. This immediately saved recruiters over 1,700 hours.

- **Transformative Experience**

Candidates reported loving their experience, rating HALI 3.5 out of 4 stars. This was supported by a massive referral rate of 40% -- a full 500% higher than the industry average.

All this combines to produce a completely transformed recruitment process, rightly receiving multiple awards.

**10%**

increase in  
candidate  
pool

**1,700**

hours saved



3.5/4 star rating

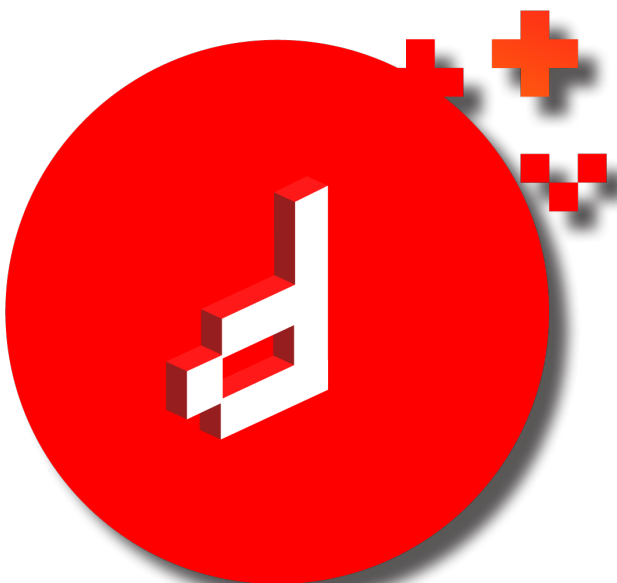
**40%**

referral rate

**500%**

above industry  
average

**The 2019 Malaysia D-Awards recognized Smart Recruiter by Everise as a best of breed application.**



**MALAYSIA D-AWARDS 2019**

Best Use of Data

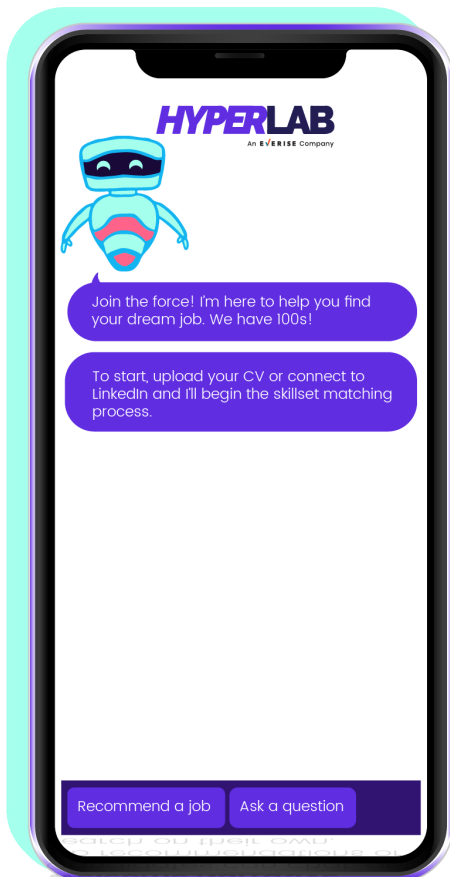
**SILVER**

**MALAYSIA D-AWARDS 2019**

Best Mobile Experience

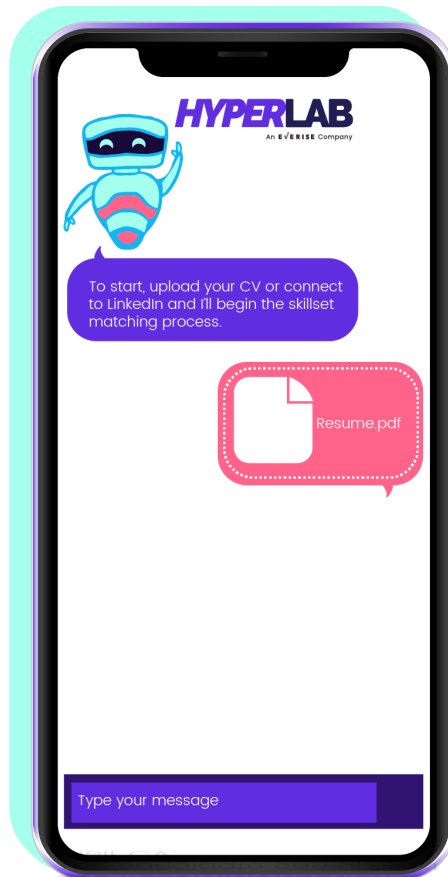
**BRONZE**

# Smart Recruiter: how the candidate journey begins



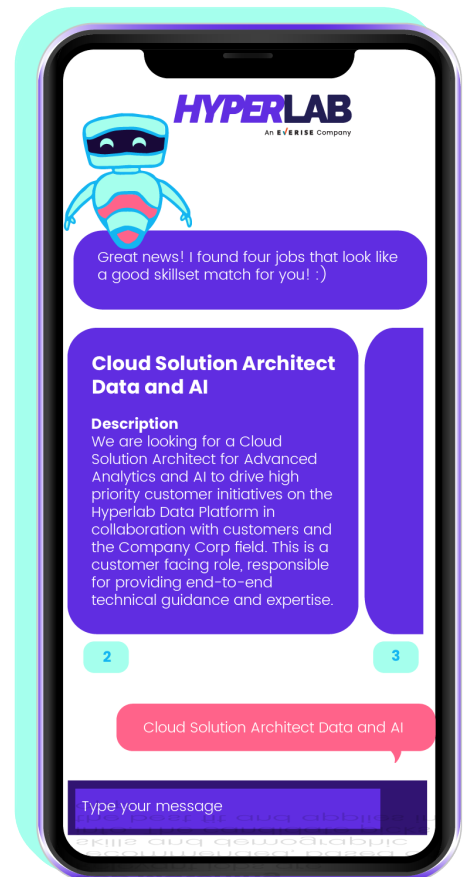
## Welcome Narrative

Candidates are invited to chat, get job recommendations or search on their own.



## Job Recommendation

The candidate can upload their CV.



## Job Matching

Relevant jobs are recommended, based on skills, experience and demographic info. The candidate picks the best fit and applies in-app.

As the ease of applying for jobs continues to push the recruiting process beyond the point of diminishing returns, employers must adopt smart, automated technologies designed to spot and attract the best talent.

Everise transforms hiring through the application of artificial intelligence designed to let you find the people you need to succeed in a competitive hiring marketplace.

**CONTACT US TODAY  
TO LEARN HOW WE  
CAN TRANSFORM YOUR  
HIRING PROCESS.**

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