ELEARNINGNEWS ARTICLE

Year 5 - number 164 Wednesday 23 june 2021

AI and HR: the future of human resources?

How can solutions that include the use of Artificial Intelligence help HR work faster, saving time and resources?

The HR landscape has changed radically with the technology push brought by the pandemic: smart working, training and selection processes carried out remotely. The result is a picture in which the need for new platforms and technologies to enable HR to keep up as well stands out. AI has the power to improve key HR functions, including operations, talent acquisition, training and development. Many have already adopted AI and many more plan to do so in the next two to three years to bring tangible benefits to their organization.

The world of work is increasingly competitive and, for a company, hiring and retaining top talent is vital. To do so, for their part, HR must deliver excellent experiences (fast, accurate, and personalized) to employees and candidates through their recruiting and training functions.

Adopting AI, implemented correctly, can help in a number of ways:

- **24/7 availability**: **chatbots** can simulate a conversation between two people very well. Unlike real people, however, they are available anytime on any device and offer an immediate response time that today's users expect when they have questions with respect to selection or training.
- **Automation**: AI-integrated platforms can support staff and the HR department by automating transactional and repetitive work, freeing up ample time slots to focus on other, more human tasks that add more value to the HR function.
- **Personalized communications**: business users' expectations of real-time access to HR resources, always-on communications, and personalized information based on their location and preferences are high, given the habit we've all become accustomed to personalized experiences in our daily lives.
- **Real-time data**: to quickly identify trends and emerging issues, algorithms and AI are unbeatable. If a significant number of candidates or employees ask similar questions or concerns, using AI-integrated software, the HR department will know this and can mobilize very quickly to seize opportunities and address issues before they become serious.

AI can support other positive changes in HR as well: it can strengthen resume screening, recruitment, employer branding, hiring, training and career development, but remember that recruitment and hiring will still require very human skills, from relationship building to employee support and management.

How best to prepare the company and HR team for the change in this direction? With a multi-pronged approach that addresses changes that impact technology, people and processes.
Many employees fear that technology will steal their jobs. It's important to walk them through understanding that AI is there to support them, not replace them.
On the other hand, HR will always require a personal and human touch that includes some of the most valuable skills at work (emotional intelligence, creativity and complex problem solving). Thanks to AI, routine tasks will be automated, leaving employees more time available for one-on-one interactions.

Clarifying these important and basic concepts and making all staff aware of the benefits of AI is essential to managing change in a thoughtful way. Better to preemptively analyze which workflows, tasks, and processes will be automated by AI in order to give transparent communications and help employees embrace the change in their roles and daily work with awareness and preparation.

Translated with www.DeepL.com/Translator