

6 HR Technology Trends to Watch For This Year

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Chief Product Officer, CareerBuilder

The tightening labor market and the widening skills gap have put an increased strain on recruiters, who are often doing more work with the same amount of resources. As a result, we'll see a continued emphasis on finding technology solutions that provide operational efficiency. The good news is there is a lot of exciting technology already in practice or on the horizon that will transform the way recruiters do their jobs.

Here are some of the HR trends that will shape the space this year, and how the right technology will increase productivity, save costs and ultimately help companies find and retain the best talent.

Intelligent Automation

Perhaps the biggest industry buzzword right now is artificial intelligence. Everyone is trying to understand its potential impact on recruitment and HR. According to CareerBuilder research, 55 percent of HR managers believe that AI will become a regular part of HR in five years.

While there has been a lot of development and investment in this area, [don't expect to see robots](#) replacing HR teams anytime soon. What we are seeing is an increase in technology that provides intelligent automation, which takes aspects of AI and combines it with

automation to increase recruiter efficiency. At the core of intelligent automation is machine learning, which observes recruiter and job seeker actions inside of resumes and jobs, and identifies patterns that can be useful in categorizing information, such as determining candidates who would be most likely to respond to an offer. This information is then passed on to the recruiter, who can quickly take action. With much of the search and match work being done by technology, recruiters will have more time to spend on the human elements of hiring.

Multi-Layered Security Models

The rise in mobile and cloud technology is a double-edged sword, making our lives easier in many ways, but also opening the door to an increased risk of cybersecurity threats. It can be easy to get swept up in the bells and whistles of a new solution, but it's important to conduct due diligence to ensure that behind the technology is a rich, secure environment. The best technology vendors will enforce an in-depth, multi-layered defense model that combines the power of people, technology and operations to ensure technology and partners are protected, allowing recruiters to focus on their jobs and getting the best talent for their organization.

Consolidation of Vendors

According to CareerBuilder research, the average employer spends around five hours logging in and out of systems to source candidates to fill one job—and 19 percent use four or more HR vendors. Toggling between multiple, disparate systems causes all kinds of headaches, ranging from a slower, more inefficient process to a higher chance of errors and inconsistencies. With no time to waste on inefficient processes, companies will look to partners who can offer end-to-end human capital management solutions that [provide a seamless experience](#) and save time and money.

New Era of Search

The recent launches of [Google for Jobs](#) and Facebook's jobs feature mean talent acquisition professionals have to rethink the way they write and post jobs, as well as their entire application process. Because these search engines are designed with the job seekers' search habits in mind, postings that are vague, don't include information like salary or address, aren't mobile-optimized or make job seekers jump through hoops in order to apply will fall much farther down in the search results. This impacts jobs advertised on job boards as well as jobs posted on company career sites.

Employers who want to have a competitive edge must ensure they're optimizing their job postings and offering a simple application path through their applicant tracking system. The good news is some job sites, such as CareerBuilder, have partnered with Google to

enrich and optimize job posting content, and Facebook to distribute jobs, giving customers who have job postings or career sites a better chance of visibility.

Candidate Experience-Focused Employment Screening

Conducting background checks is a necessary business practice for many employers, yet few invest much time in evaluating whether their process provides a good candidate experience. In fact, only 52 percent of employers have tested out their background check system to see what the experience is like, according to CareerBuilder research. Yet 34 percent of employers have lost a candidate because their background check took too long, and 38 percent lost a candidate because they had a poor experience with their background check. Even if the candidate does stick around, they'll be starting their new job with a poor impression of their new employer.

Employers who want to retain the best talent [will seek a partner](#) who keeps up with compliance standards, is National Association of Professional Background Screeners (NAPBS) accredited and provides timely communication and support to applicants.

Integrated HCM Platforms

Providing a smooth, efficient experience from the moment a candidate applies through their first steps as a new employee (i.e., onboarding and benefits enrollment) sets the stage for their overall experience with the company. And while many employers check the box in fully automating talent acquisition and tracking, CareerBuilder research found the majority only partially automate onboarding and benefits administration or don't automate these processes at all.

A lack of HR automation can slow down processes, cause inconsistencies and ultimately lead to lower productivity and higher costs. More companies are [investing in having a well-integrated platform](#) that accentuates the human factor in HCM and provides a better experience for employees, HR teams and hiring managers.

We're at the cusp of a transformative change in how we find, hire and manage people, and it will be exciting to see how technology continues to evolve in 2018 and the years ahead. [Learn more about using the right technology to streamline your recruitment process.](#)