The rise of digital-human AI in recruitment industry

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AI revolutionizes the recruitment industry, streamlining and enhancing the hiring process, resulting in faster, more accurate, and unbiased candidate selection.

For the longest time, face-to-face interviews were the only way for companies to hire new talent. Of course, one-on-ones don't always land organisations the right people—because, being imperfect beings, we humans don't always get it right. Yet, most of the time, through good judgement, intuition, and a soupçon of luck, the management would find what they were looking for.

However, the entry of Artificial Intelligence into the realm of recruitment has transformed not only every step of the process but also the overall quality of hiring. At the forefront of this transformation is EvueMe, a Delhi-based HR startup that seeks to harness the power of its selection robot—the world's first digital-human AI recruiter—to interview, assess, and hire with unmatched speed and accuracy, and promises an end-to-end and across- the-board recruitment solution.

By automating the first two interview rounds with the AI-enabled recruiter, EvueMe offers a host of advantages, including a fivefold increase in the pace of hiring and the capacity to scale up the volume of hiring. Further, the selection robot is available 24/7, providing flexibility and convenience to recruiters and applicants alike. It can be applied across domains, and for multiple positions simultaneously—as many as 10,000, eliminating any hassle and disruption in large-scale recruitment drives by smoothing out the task of filling disparate positions all at once.

Through the automation of the first two interview rounds, EvueMe's AI- powered product can deliver a comprehensive appraisal of candidates, both on the domain and soft skills relevant to the position. Such streamlining of the talent acquisition process empowers employers (assisted by AI Precision) to focus only on the top 5% of candidates, leading to a decrease in the number of interview rounds. This invariably helps free up precious time and shortens the recruitment timeline, allowing the company to hire five times quicker.

In a recent conversation with Rupak Agarwal, Co-Founder & CEO of EvueMe, we explored how their digital-human AI is transforming the recruitment landscape. Their innovative approach has streamlined and improved the hiring process, delivering faster, more accurate, and unbiased candidate selection. With over 50 organisations reaping the benefits, EvueMe exemplifies the potent blend of technology and human insight in talent acquisition.

With its multilingual capability, the 'digital-human' marvel can recruit regionally and globally, all the while adopting a candidate-first approach by customizing questions according to the job's requirements—and ensuring cheat-proof monitoring, the better to uphold integrity over the course of interviews. Besides the ease of convenience it provides for both candidates and hiring teams—guaranteeing the former a straightforward, smartphone- friendly interface for an accessible interview experience—the AI recruiter can be effortlessly integrated with existing HR systems, resulting in a unified recruitment workflow. It can also be integrated with the company's careers pages, allowing candidates to engage directly on the website, and be updated on the status of their interview and application through notifications.

That's not all. AI's data-processing powers convey insights into the domain in focus and the soft skills that best fit each role. The upshot of this is that candidates can be evaluated with minimal risk of bias or error. Such a degree of reliability might seem too good to be true, but is driven by a range of factors. Amongst them are the startup's AI-driven competency ratings— which objectively rank candidates on job-appropriate abilities for alignment with a specific set of skills—and comprehensive and sophisticated data analysis incorporating more than 20,000 human traits (mapped by cutting- edge AI) for detailed candidate evaluations. Further, every assessment is tailored according to the job profile, and allied with data-driven analytics that can share dependable insights and, consequently, facilitate improved decision-making.

Additionally, when it comes to in-person interviews, EvueMe's emphasis is on quality, and therefore, on the topmost talent. Only the most pertinent questions are asked of the candidate, with each applicant assessed impartially and fairly. The final interviews, meanwhile, are informed by data and guided by AI-driven insights. At this stage, interviewers are furnished with details on each applicant, enabling them to ask only the most relevant questions, and dispassionately assess whether their skills and personality align with the values and culture of the organization.

Thanks to its capacity to analyze hundreds of prospective employees, the AI data can extract and highlight the top candidates, those possessing the requisite attributes that an organization is looking for. This enables management to zero in on individuals who are fit for a particular role. Indeed, technology sifts the 'outstanding' applicants from the 'good', while identifying and alerting for possible red flags. A combination of all of the above aids in arriving at a hiring decision that is both quick and also the right one.

While the positive impact of the EvueMe product has been felt across industries—over 50 organizations have benefited from this HR innovation— it has been especially effective in campus recruitment, lateral hiring, and also within sectors where hiring tends to be carried out in bigger volumes, such as IT, BPO, retail, e-commerce, hospitality, banking, financial services, and pharma.

Above all, thanks to its record of unparalleled consistency and fairness across diverse hiring environments at home and abroad, and its assurance of uninterrupted system integrity—allowing it to maintain stringent protection for the accuracy and reliability of AI assessments—EvueMe has demonstrated its commitment to promoting equitable practices in the hiring space. It follows that the more even-handed the method of recruitment, the better the workplace environment will be. For, as we all now know, a diverse workforce leads to happier employees.

Indeed, by leveraging this technology, companies gain from a boost in perception and branding, and so are better able to attract the finest talent. It's little wonder, then, that EvueMe has proved itself to be an unqualified success in hiring across sectors, its digital-human AI guaranteeing efficiency through the recruitment process, from initial screening to final decision- making. EvueMe's intervention in this space is also a confirmation that when it comes to engaging top talent, technology is the perfect partner for humans.