

LET'S CHAT BOTS...

“By 2020, the average person will have more conversations a day with bots than they do with their spouse.”

L. Heather Pemberton. Gartner.

“Artificial Intelligence” isn’t the future. **It’s here and it’s happening.** Transforming how we recruit people, at a pace we couldn’t imagine two or three years ago.

Don’t just take our word for it, or even L. Heather Pemberton’s. Look around and you’ll see **“AI conversational experiences”** (Chatbots, to you and me) becoming the most efficient and effective way of improving candidate acquisition, reducing attrition and minimising cost from the top to the bottom of your recruitment funnel.

Right now, out there, hundreds of Recruitment Chatbots are busy engaging with tens of thousands of candidates on **SMS, Email, Social Media and Messaging Apps** (such as WhatsApp, Slack and Skype) right through to the **ATS**. And beyond, into **Onboarding**.

“Chatbots have the potential to become the candidate engagement vehicle for the whole of your hiring journey”.

But how do they work, how do you use them and which one do you choose? Our own Chatbot journey with clients such as Kindred has given us deep insights into what’s possible at the very edge of this game-changing curve - allowing us to put together this short Guide to everything you wanted to know about Chatbots, but were too scared, busy or simply bamboozled to ask ...

Bringing Customer Care to the Candidate Experience.

As a team that turns customer aspirations into affordable reality, we’ve long understood the importance of learning from the latest developments in delivering the best possible user experience. In our view, all fundamental progress made in improving the Candidate Experience is rooted in the proven science of **Customer Relationship Management (CRM)** - and according to the latest research, that world is increasingly moving to the beat of the Chatbot ...

89%

OF CONSUMERS ARE ‘POSITIVE’ OR ‘NEUTRAL’ ABOUT CHATBOTS.

69%

INTERACT WITH A CHATBOT AT LEAST ONCE A MONTH.

63%

WOULD MESSAGE A CHATBOT TO COMMUNICATE WITH A BUSINESS OR BRAND.

49%

WOULD RATHER CONDUCT ALL SERVICE INTERACTIONS BY TEXT, CHAT OR MESSAGING.

40%

CLAIM THEY DON’T CARE WHO OR WHAT IS HELPING THEM.

23%

GROWTH IN ‘BOTS (SO FAR) IN 2019.

That’s the Botscape ‘Today’ and it’s growing in importance and use month-by-month, because the key drivers of Chatbot growth - **efficiency, engagement, affordability** - make Chatbot uptake both exponential and irresistible. 1.4 billion people already use messaging apps and are willing to talk to ‘Bots (there’s a staggering **30,000 Chatbots on Facebook alone**) and as they become embedded as a familiar everyday feature for individuals, groups and society as a whole, they will undoubtedly become a mainstream methodology for organisations looking to speed up the recruiting process, improve the candidate experience - and free-up valuable sourcing time for recruiters to concentrate on what they do best (**i.e. recruit!**).

TWO THIRDS

of candidates are comfortable talking to ‘Bots.

Source: Allegis.

The Rise of the Recruitment Chatbot.

Chatbots are here - and here to stay - in a very big way. Some are simple and binary, others work from advanced machine learning. **But they’re not here to replace human interaction** (far from it). They’re here to help take away repetitive tasks from your recruiters, making your life easier, speeding up the process and allowing your people to do what they do best: engage with qualified candidates in the most effective way. Chatbots help your team do this by:



Improving your CandEx.

First and foremost, Chatbots eliminate the ‘Downtime’ between a candidate submitting a CV and your recruiter getting back to them - making the process almost instantaneous for the candidate and progressing them quickly through your hiring cycle.



Fact-finding and building rapport.

‘Bots are clever enough to ask choice questions and record specific details - so it’s an engaging experience for your candidate and valuable fact find for you.



Setting up meetings and calls.

Your dream recruiter assistant can also take the admin away from you - setting up calls and meetings so you can prepare for a meaningful conversation with your candidates.



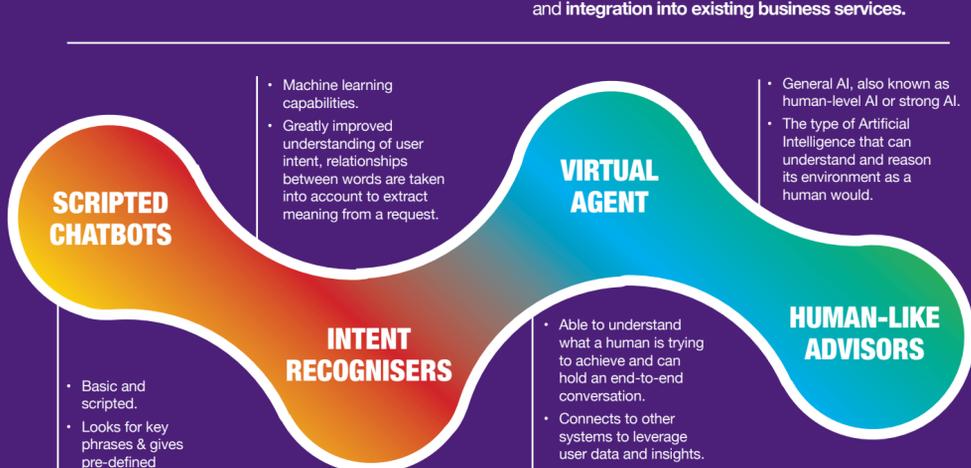
Qualifying Candidates effectively.

Chatbots are also intuitive, capable of asking a variety of questions about a candidate’s skills, qualifications and experience - refining a group of the most qualified potential employees for you to interview.

Today there’s a range of ‘Bot solutions.

Chatbots are like apps that users interact with in a conversational way, through text or speech. As technology advances, Chatbots are able to better understand both written and spoken text.

A Chatbot may be as simple as **basic pattern matching** with a response, or it may be a sophisticated weaving of **artificial intelligence techniques** with complex conversational state tracking and **integration into existing business services**.



So which ‘Bot is for you?

Key groups - 74% of business executives and 48% of millennials - are driving Chatbot uptake. But usage is now so widespread that 27% of people in a Google survey said that weren’t even sure if **their last service interaction was with a human or AI** - and with Google predicting that chatbots will have a **near-human-level of lingual ability by 2029**, we may all one day very soon cease to differentiate meaningfully between ‘them’ and ‘us’ in our online interactions.

For all of that, like any other channel of communication, Chatbots have to “deliver”, not least as 73% of people for people said they wouldn’t use a company’s ‘Bot after a bad experience. So which one is right for you - and much more importantly - your candidates? Here’s the 5-stages you need to consider ...



So there you have it - a broad overview of what a Chatbot can do for you; and some insights into what may or may not be right for you. It’s a very big subject, so we’d welcome your thoughts

Let’s Chat ‘Bots!