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### Highlights

- Prioritizes job requisitions and makes predictions on application progress to optimize workload.
  - Captures real-time market insights and employee sentiments for efficient workforce engagements.
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## IBM Watson® Recruitment

Transforming talent acquisition and recruiting with AI

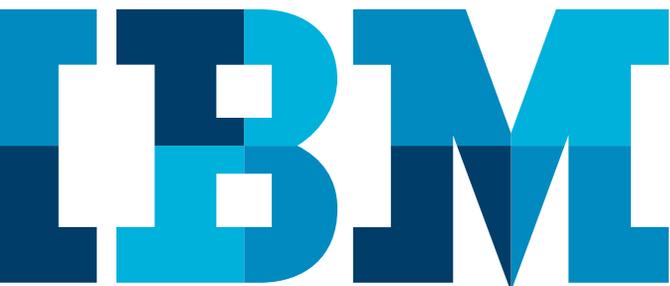
Recruitment is a critical gateway to building the right human capital for an organization. On any given day, recruiters must figure out what important criteria to look for in candidates, sift through multiple job requisitions, mine through resume after resume to find the right talent to meet company requirements, and balance the competing needs of various business units, among other tasks. Despite adopting analytics, recruiters continue to invest large amounts of time in setting expectations on time required to fill a position, tracking and communicating progress, and ensuring a smooth and efficient process for their stakeholders.

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*66% of CEOs believe cognitive computing can drive significant value in HR.<sup>1</sup>*

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IBM Watson Recruitment is an AI-powered solution that increases recruiter efficiency and enables HR to improve and accelerate people's impact on the business. Using structured and unstructured data from applicants, it automatically analyzes and ranks the candidates that are the best match for the job – without bias. Priority requisitions are flagged based on drivers like job complexity, skillset required, and seniority. This helps recruiters more accurately estimate the time it takes to fill positions, resulting in more focused efforts.



## Recruitment transformed with Watson

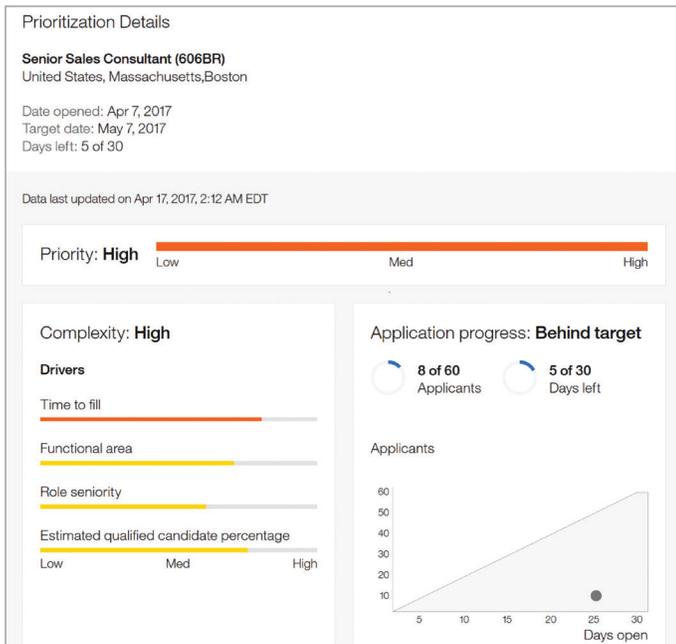
Watson Recruitment helps recruiters prioritize open requisitions using AI-powered insights. By analyzing historical data on each requisition’s complexity, skill requirements, and duration to fill certain jobs, it provides an assessment of which roles will be more difficult to fill and why. This helps recruiters allocate their time more efficiently and helps recruiting managers allocate open requisitions better across more- and less-experienced, or specialized, in-house and external recruiters.

Watson enhances the recruiting process by:

- **Understanding:** what makes a candidate successful for the job. It points out those unique attributes for every recommended candidate.
- **Reasoning:** performs unbiased and holistic screening, providing a set of recommended candidates.

## Requisition Prioritization

Watson Recruitment predicts application progress for a given requisition, enabling recruiters to use data and insights for workload prioritization. Using IBM Kenexa Talent Frameworks and historical job application data, it analyzes the complexity of



Track progress of priority requisitions

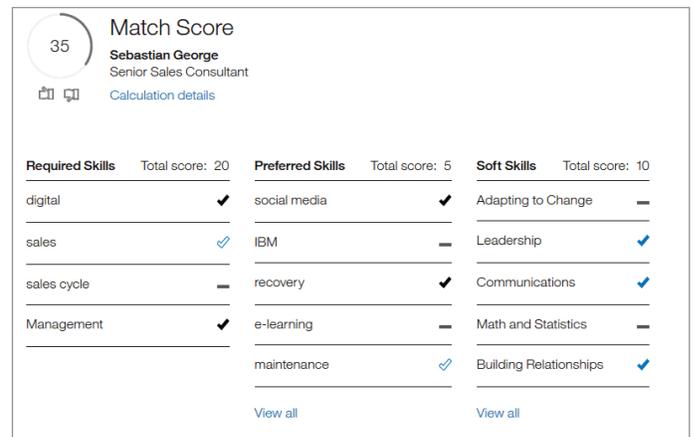
a job based on skills, location, seniority, etc. Current data about inflow of candidates from existing Application Tracking Systems (ATS) helps calculate an estimated time to fill, as well as duration of the progress.

Together, based on job complexity and progress, these insights help recruiters make decisions about the priority of a given job requisition.

## Candidate Match Score

Watson Recruitment compares attributes found on candidate resumes against the attributes found on the job role, thereby assigning a score. It leverages IBM Kenexa Talent Frameworks for skills, parses unstructured data, and leverages AI to further analyze soft traits. Watson Recruitment allows ranking of active job applicants on requisitions, with the ability to post scores to an existing ATS.

It automatically surfaces the right candidates — and how they compare against each other — for any job requisition.

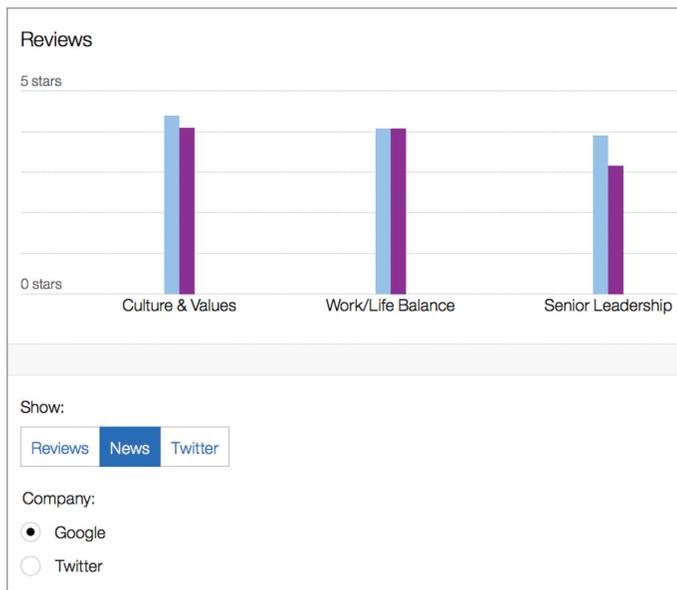


Select candidates that are the right fit

### Social Listening

Watson Recruitment processes Twitter feeds, leveraging Watson Discovery API, for sentiment analysis of news. It also shows data from Glassdoor, providing recruiters a window into relevant social conversations about the organization. These insights show employee and market feedback of the company and its designated competitors.

By empowering recruiters with industry news and events that affect employment branding, they are enabled to identify and attract the right talent for the organization as well as guide effective conversations with candidates.



*Gain insights into social sentiments*

### Talent Acquisition Benefits

With IBM Watson Recruitment, recruiters can more confidently build a pipeline of candidates best suited for the organization and place the candidates in jobs that match their skills, experience, and expertise. The benefits to the organization include:

- Improved recruitment efficiency, with focused efforts so that high-priority requisitions are immediately recognized and acted upon.
- Minimized complexity in candidate screening, with a data-driven approach enabling faster and more informed hiring decisions.
- Increased productivity across hires that are retained longer, saving search and replacement costs.
- Informed HR professionals, with insight into employee sentiments through social listening, and ability to drive better conversations with candidates.

#### For additional information

To learn more about IBM talent management solutions, Visit: [www.afmtalentmanagement.co.uk/ibm-watson-recruitment](http://www.afmtalentmanagement.co.uk/ibm-watson-recruitment)  
Or contact: Granville Smithies at [gsmithies@afmgroup-solutions.co.uk](mailto:gsmithies@afmgroup-solutions.co.uk). Or call 01438 237224



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*1 Extending expertise: How cognitive computing will transform HR and the employee experience*, IBM Institute of Business Value Study, Jan 2017



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