

# 2018 RECRUITMENT TRENDS ACCORDING TO EXPERTS

“ AI and machine learning will continue to grow and proliferate. ”

– Dylan Redmond, **SocialTalent**

- New, improved HR tools and software will arrive by 2018.
- Algorithmic sourcing will predict when passive and active candidates are ready for a new job based on their online activities.
- Text analysis algorithms can pick out skills and professional experience faster.
- Recruiters who study and understand AI technology will increase productivity.



“ But, the hiring decisions will still be made by humans. ”

– Oleg Vishnepolsky, Global CTO at DailyMail Online and Metro.Co.Uk

- Recruiters will not be replaced with machines – they are merely assisted by tools.
- Soft skills are assessed by recruiters.
- External recruiters will still be needed, but with additional skill sets required
- Quantitative data analysis, big data processing, and AI and machine learning management are new skills needed by recruiters.



“ Video assessment of job candidates will rapidly expand. ”

– Josh Bersin, **Deloitte**

- 6x faster than telephone interviews.
- More cost-efficient and improves the hiring process.
- Recruiters can get the same predictive value from five video assessment questions as a traditional 200-question test.
- It helps recruiters judge soft skills and culture fit.

### 3 Critical Areas of Focus:

- **Embedded Analytics** – analyses are available as needed without the need to generate reports.
- **AI** – HR vendors will become AI providers instead of just data analytics providers delivering pattern-recognition, algorithm refinement, machine learning, and natural language processing.
- **ONA (Organizational Network Analysis)** – this technology captures data from emails, feedback activities, and other sources to understand workflow patterns, roles, and more.



“ People analytics tools will become a “must-have” for HR teams and recruiters. ”

– Josh Bersin, **Deloitte**



“ Recruiters will focus on improving the candidate experience. ”

– Joanne McDonagh, **Rezoomo**

- Candidate experience greatly contributes to the employer brand.
- Candidates with a negative experience will not recommend their friends or relatives to apply.
- **Top cause of bad candidate experience:** unclear application instructions and long application process
- **What candidates want:** more communication and timely notifications

- Over **40%** of companies are promoting their policies on wellness.
- Software and systems are designed to measure, monitor, and improve wellbeing at work
- New HR technology platforms and tools will emerge for self-assessments, coaching programs, biometrics, and end-to-end healthcare solutions.



“ More companies will create and promote wellness policies. ”

– 3rd Eye Advisory®



“ Remote working will continue to rise. ”

– Josh Millet, CEO of Criteria Corp.

- **37%** of employees are working remotely.
- **43%** of workers in the US have worked remotely for some time.
- VPN systems make it easy for employees to access work systems from any computer.
- Video conferencing and collaboration tools are also evolving to accommodate remote working.
- Recruiters can recruit from anywhere in the world!



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