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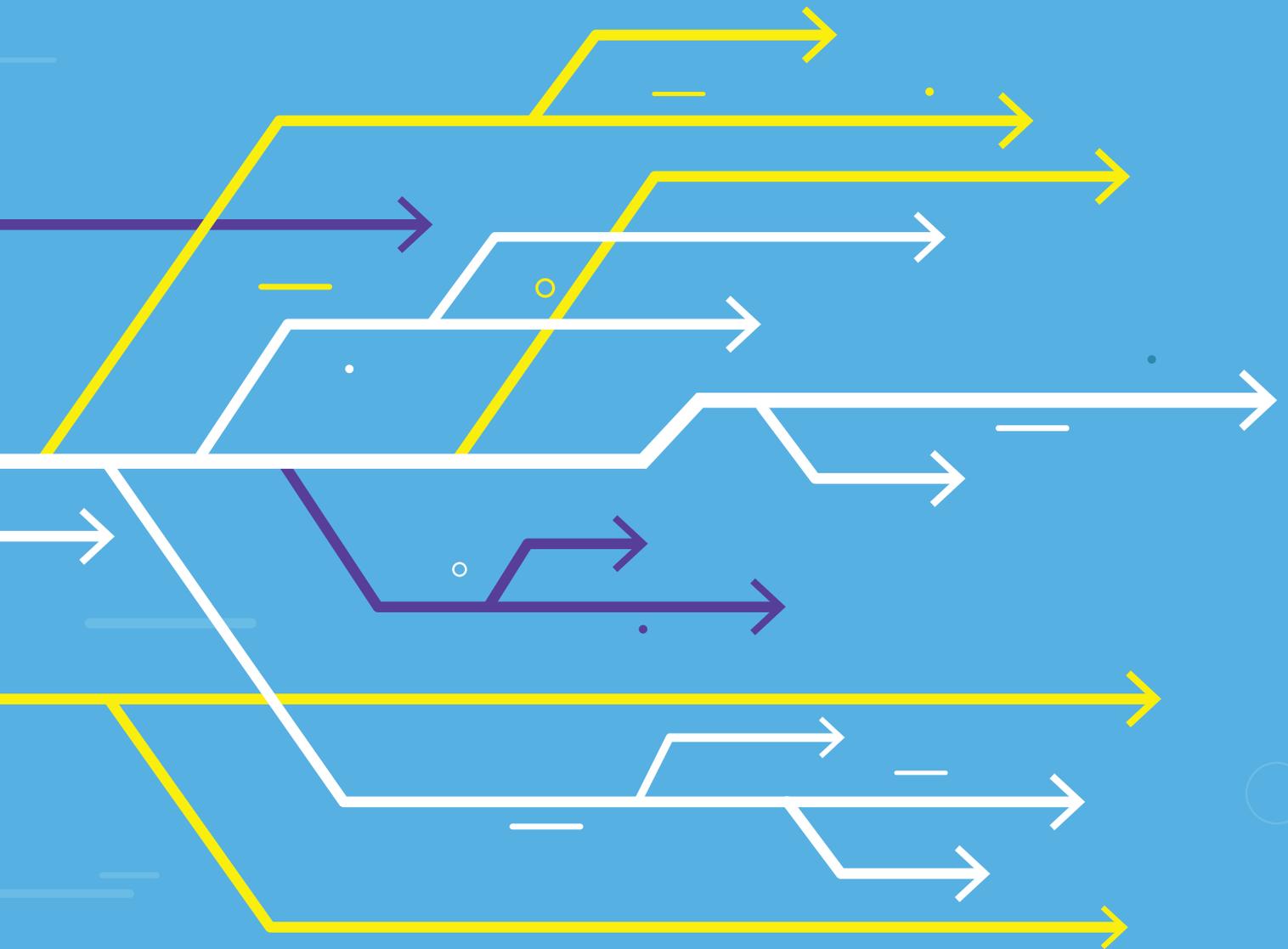


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# PURSuing THE TECH SOLUTIONS YOUR COMPANY NEEDS



**TECHNOLOGY AND RELATED TRENDS ARE ALWAYS CHANGING**—and not every trend is ready for adoption at scale when it first reaches the marketplace, leaving some staffing companies facing the intimidating prospect of either jumping on board too early or getting left behind. Here's some insight to help you choose the best course of action.

**S**ony Betamax, Apple Newton, Galaxy Note 7, AOL, Napster, BlackBerry, Netscape, Altavista...the graveyard of failed technologies is immense. Adopting technology simply because it's the latest thing doesn't make sense for most companies—especially when new tech often comes to the table before the market is actually ready for it. Experimentation can help staffing companies find those trends that are right for them, but it can also be expensive to experiment without insights to help determine which trends are here to stay and which are only fleeting.

That's why the research team at Talent Tech Labs monitors emerging and established trends in staffing and recruitment

technology—in order to offer guides to the latest technologies, what they mean for the industry, and how staffing companies are adopting them. This, in turn, can help companies decide whether these technologies are a good fit for their business needs. By analyzing data and insights gathered from across the industry, companies can dip their toes into the waters of new tech—rather than diving in headfirst.

TTL recently revisited four technology trends in recruitment and staffing to show how they are evolving within the industry and affecting staffing companies today. These are trends that are timely right now or are poised to make a big splash in the near future. >>>

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**1. Advances in matching are accelerated by using algorithms and machine learning technology.**

New trends in matching tech go way beyond keyword matching, Boolean search, or what your job boards offer. Today, ever-advancing algorithms and even machine learning technology provide faster and more efficient results. What might have taken a recruiter three days to do can now be accomplished in three minutes. While matching technology has been around for a long time, these new forms of matching are worlds apart from what has come before in terms of deeper insights into prospective unseen matches, speed, and scalability.

**Timing.** Many companies already believe that they are taking advantage of the opportunities afforded by matching thanks to technologies like job boards and applicant tracking systems. However, these approaches rely on older matching techniques (which are useful, but fundamentally limited in their scope and scale). TTL has now seen enough evidence in the market to confirm that this new generation of matching tools are ready for use by staffing companies. These new-age matching systems work as much as 10 to 100 times faster, and can generate results at scale. Because of this, even in cases where the results produced by matching algorithms are just equivalent to what a human recruiter

would have been able to generate, the time savings getting there is usually enormous.

**Players.** Brilent, Restless Bandit, Watson IBM, and Hired Score are just a few of the companies in the field incorporating algorithms and machine learning into matching technology to bring greater efficiency and scale to staffing companies.

**Adoption.** Some companies have gone as far as performing “recruiter bake-offs,” in which recruiters and matching systems attempt the same task to see which can produce better results faster and more efficiently. In many cases, the data results from matching technologies speak for themselves. Not every company wants (or needs) such a robust testing method, however. Companies should determine what their needs are and adopt matching solutions based on data that they trust.

**2. Programmatic advertising gives visibility on the effectiveness of job spend dollars.**

Providing a suite of analytic tools, often as a stand-alone service rather than a batch of software or hardware that needs to be installed, programmatic advertising can help staffing companies obtain clarity about how ad dollars are being spent, as well as provide a clearer measure of return on investment. Not actually a new kind of advertising, programmatic advertising is, instead, a way to measure job spend effectiveness so that advertising dollars can be put toward the most productive job sites and platforms.

**Timing.** Job spend effectiveness is a constant source of frustration for staffing companies today, and many companies continue to rely on a “spray and pray” approach to getting jobs into the marketplace—flooding every available channel with advertising without a good way to know what’s working and what isn’t. Programmatic advertising has already proven itself in other industries, making it easy for staffing companies to see its effectiveness firsthand without a lot of investment in implementation. What’s more, programmatic advertising is simple to use and offers analytics and clear performance metrics, so companies know whether they’re getting enough bang for their advertising buck.

**Players.** Recruitics, Appcast, and PandoLogic are just three of the companies offering programmatic advertising services tailored to recruitment and staffing right now. Because programmatic advertising has already been deployed in other sectors, a variety of other vendors offer similar services but don’t necessarily focus specifically on the needs of recruiting and staffing companies.

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The online ASA Staffing Tech Center, [americanstaffing.net/techcenter](http://americanstaffing.net/techcenter), is where you can access the most recent interactive version of the Essential Elements of Staffing Technology, a map that details the functionality of emerging technologies. Also available: a tech newsfeed, in-depth white papers authored by talent acquisition technology experts (including the one this article is based on), and convenient access to *Staffing Success* articles focused on technology topics.



**Adoption.** Already widely in use in many other industries and with a number of progressive staffing companies, programmatic advertising has the benefit of having already proven its value for other types of applications, which makes it easier for staffing companies to look at the results and see for themselves if the approach is right for them. Simply having the data available is only one step to getting the most out of programmatic advertising. Companies also need to make changes to their job spend based on the results they're seeing in order to achieve a return on their investment, and today's systems can behave dynamically based on settings or rules set by individual staffing companies.

### 3. Social search tools expand sourcing at scale.

According to researchers at TTL, as many as 95% of staffing companies say they already are using social search technology, but what they're actually doing is often a kind of "hunt and peck" approach—leveraging the networks of individual salespeople and recruiters for reach and exposure. Social search technology does the same thing at scale, accessing all publicly available information on prospects and passive candidates from across all social networks in order to find leads and get jobs in front of the people who are qualified for them.

**Timing.** TTL has seen these tools generate positive ROI for buyers and suggests that the timing is right to explore this new set of capabilities. Social search technology works much like any other job advertising approach, but instead of utilizing a single source it leverages social media across all available networks. This makes it uniquely suited to identifying passive candidates rather than only targeting active job seekers.

**Players.** Amazing Hiring is just one company that is utilizing social search technology for staffing. Others can be found in the updated Essential Elements of Staffing Technology ecosystem.

**Adoption.** Social search is not intended to *replace* job boards and other staffing tools, but rather to function holistically in conjunction with them. In order to determine what percentage of overall job spend should go toward social search versus job boards and other tools, companies should carefully examine their staffing needs and be sure they have good analytics in place to measure what approaches are working best for them. For those companies that are actively looking for untapped resources and new prospects rather than active job seekers, social search may be poised to produce a higher ROI if used correctly.

→ [staffingworld.net](http://staffingworld.net)

## STAFFING WORLD® 2019: TECH CONTENT YOU NEED

The ASA annual convention and expo has been revamped for 2019 to deliver more technology information than ever before—and more ways to experience solutions. The popular Tech Park will return for its third year, featuring 10-minute Tech Talks (on Wednesday, Oct. 16) as well as Tech Stands where attendees can meet one-on-one with technology suppliers.

An immersive new learning track dedicated to technology solutions especially for staffing and recruiting companies is new this year—part of what we're calling "Tech Wednesday."

It all takes place Oct. 15–17 in Las Vegas, in a newly constructed space at the world-renowned MGM Grand. Visit [staffingworld.net](http://staffingworld.net) for more information and to secure your pass.

### 4. Recruitment bots can deliver results when targeted, but they may not be for everyone—yet.

By now, most staffing companies have probably heard that recruitment bots are the wave of the future—but are they? The answer for staffing, at least right now, is both yes and no. Bots are already on the market, but the way that they are best employed remains a work in progress.

TTL has been monitoring the evolution of bots in the staffing industry for some time now and has found that, while bots may not yet be able to provide an enhanced candidate experience at every step of the process, they are certainly able to add value for some staffing companies when deployed at the right points in the hiring process. The key comes in determining just where those points are, and positioning bots discretely to do specific tasks rather than succumbing to promises of what bots *may* be able to deliver in the future.

**Timing.** For many in the industry, it still isn't the right time to adopt bots into existing workflows and recruiting processes. However, while bots may not quite be the "magic bullet" that they are sometimes sold as, they also aren't going away anytime soon. Now is definitely the right time for progressive companies to start paying closer attention to recruitment bots and asking pointed questions about how they work and what value they can deliver going forward.

**Players.** Mya, TalkPush, and Olivia are among the companies bringing recruitment bots to the market, boasting a wide range of functionalities



depending on the types of candidates a company is seeking. For organizations that are interested in adding recruitment bots to their processes, finding the one that's the correct fit will mean identifying clear use cases and matching the bots that are best able to perform those functions.

**Adoption.** The simple fact is that bots are probably never going to automate the entire recruiting process, but they *are* already effective at some things and can be added into workflows profitably when those things are kept firmly in mind. For some organizations, bots can raise completion rates and gather more (and more focused) data when incorporated into the preapplication and application phases of the staffing process. For other companies, bots may be able to replace a mundane, time consuming activity like scheduling interviews. The best thing to do right now may be to keep an eye on bots and learn what they're capable of (and what they aren't) so that an informed decision can be made when the time is right to adopt them into an existing recruitment system.

## Tech Trend Spotting

Experimentation with new technologies and trends can help keep staffing companies fresh and on top of developments that are rapidly becoming

industry standards. However, uninformed and reactive experimentation costs companies a lot of time, energy, and resources—often for very little payoff.

Fortunately, keeping up with the latest trends doesn't always mean adopting technology just for technology's sake. Instead, companies should keep their finger on the pulse of what's happening in the industry so that they know what's available and when the time is right for them to start adopting a new technology into their processes.

Resources like the Essential Elements of Staffing Technology ecosystem and related white papers help companies keep informed without needing to follow every new development as it unfolds. Find these and more helpful technology insights in the ASA Staffing Tech Center, [americanstaffing.net/techcenter](http://americanstaffing.net/techcenter). ■

Talent Tech Labs, a New York City-based organization that engages in investigation, research, validation, and acceleration of talent acquisition technology, prepared this article. TTL will continue to work with ASA, as part of the association's strategic plan, to provide staffing and recruiting companies with content specific to technology solutions for the industry. Send feedback on this article to [success@americanstaffing.net](mailto:success@americanstaffing.net). Engage with ASA on social media—go to [americanstaffing.net/social](http://americanstaffing.net/social).



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