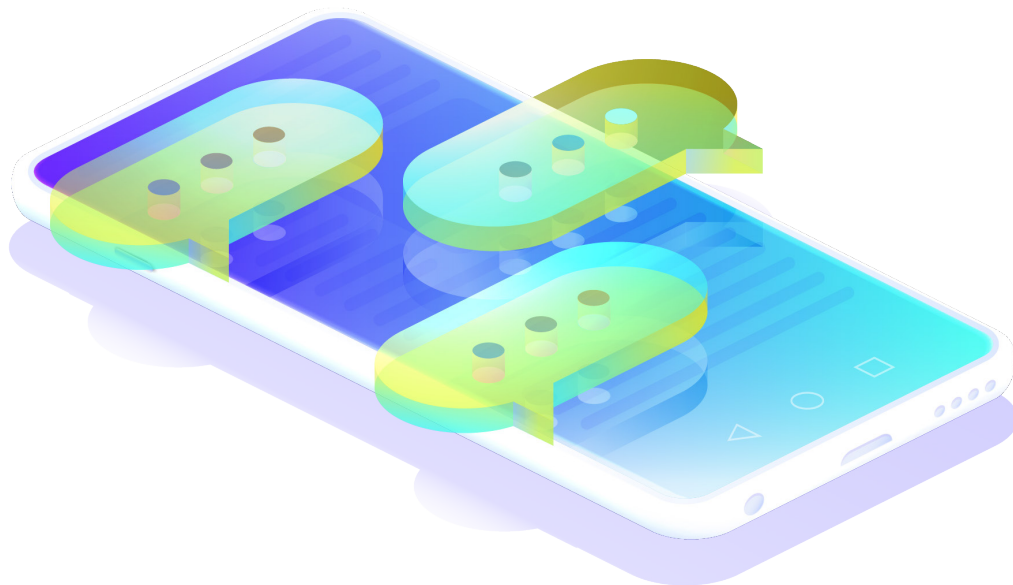


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CHATBOTS FOR RECRUITING

2020 BENCHMARKS •



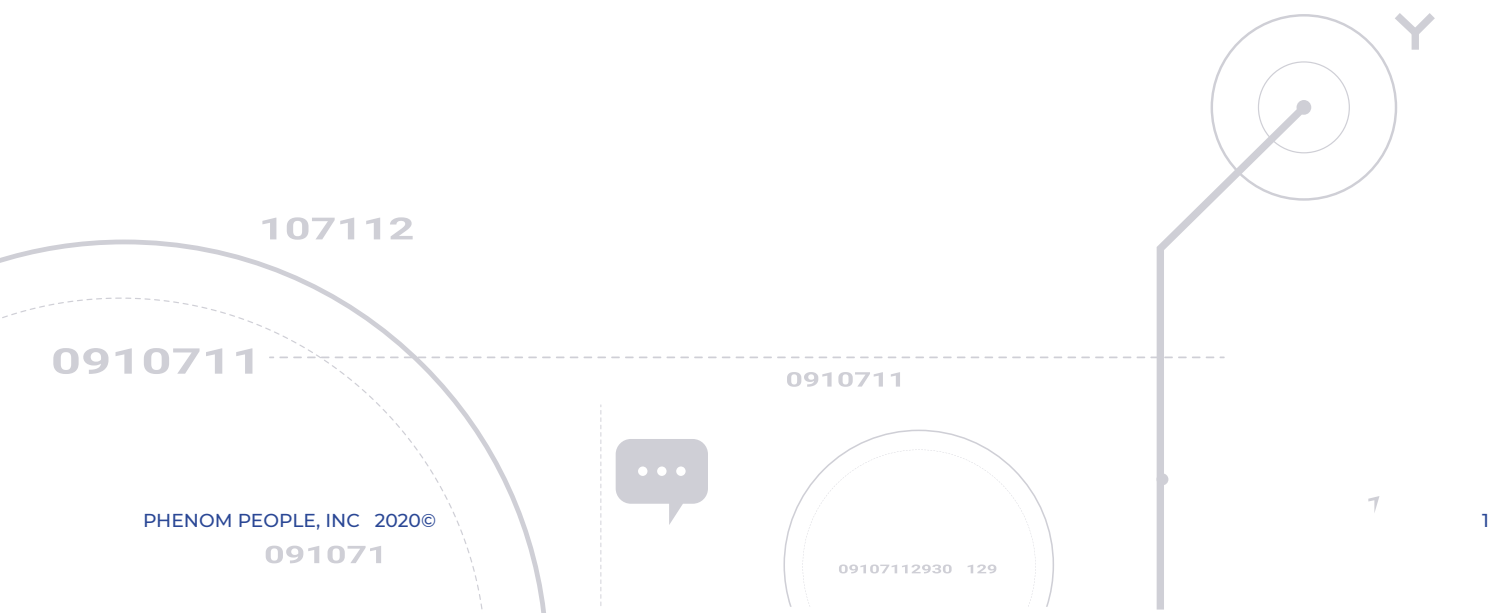
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INTRODUCTION

Chatbots enhance the candidate experience 24/7

Artificial intelligence (AI), machine learning (ML), and chatbots have been buzzing around the HR industry for years. What once started as mere predictions for the future of work have now evolved into real technology recruiters, sourcers, and talent marketers can use.

Despite the fact that chatbots have proven their value among consumers—the use of chatbots by customer service teams is projected to grow by 136% in the coming months¹—HR has not yet grasped the immediate and long-term impact they can have on talent. According to the State of Candidate Experience: 2020 Benchmarks, 94% of the Fortune 500 career sites did not have a chatbot.²

The reality is: chatbots—powered by artificial intelligence—are transforming the way employers attract, engage, retain, and develop quality talent. By taking on time-consuming tasks such as sourcing, screening, scheduling, and answering candidate FAQs, chatbots help recruiting teams get more time back in their day—time which can then be spent on more strategic tasks, such as building quality relationships with job seekers.

Chatbots also enhance the candidate experience by quickly matching job seekers with relevant open roles and content based on their experience, skills, and interests. Removing barriers between candidates and jobs they're most qualified for ensures a seamless, positive interaction with a company.

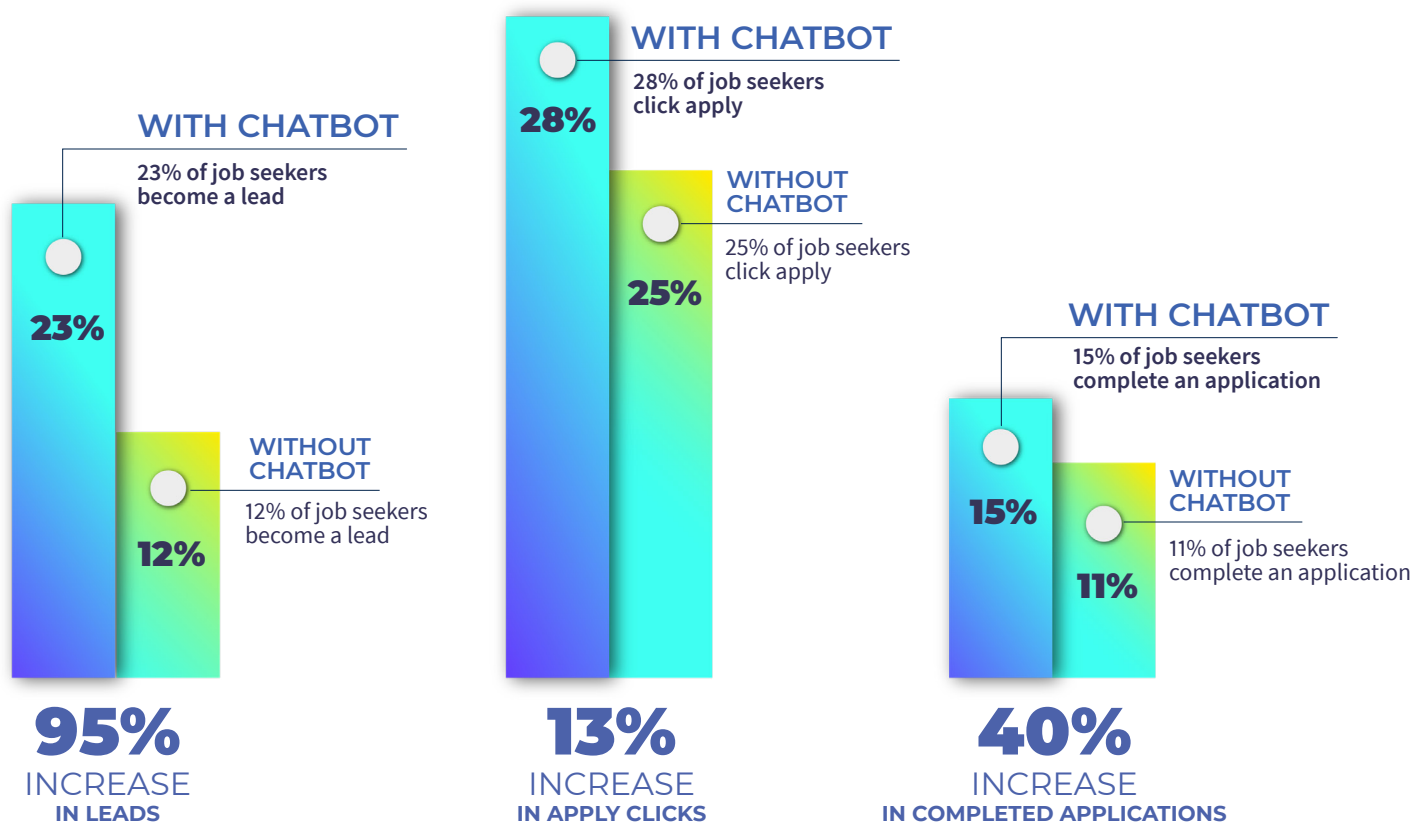
About the Report

As the industry leader in Talent Experience Management, we analyzed a data sample from over 20 million chatbot interactions across more than 100 Phenom Bot deployments to create this report. The data showcases the most compelling chatbot trends CHROs, talent leaders, and HR practitioners can learn from.

SECTION 2: CHATBOT KEY FINDINGS

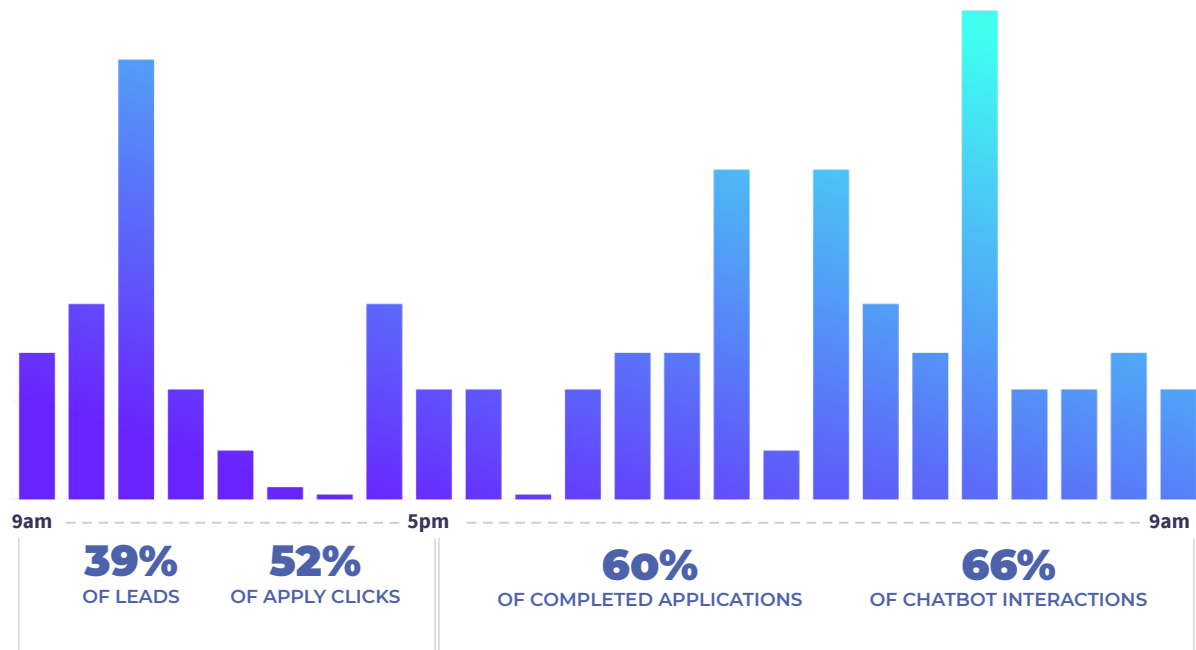
2.1 Career sites with a chatbot drive more leads, applies, and completed applications than a career site without a chatbot.

Career sites are critical for conveying your employer brand, engaging job seekers, and providing a way for them to apply for a position. But once a candidate is on your site, a chatbot takes that experience to a more personalized level. Instead of letting the job seeker browse around your site—and possibly never find the information they're looking for—the chatbot simplifies the process by initiating conversation, obtaining information about them (e.g., skills, experience, desired role), and delivering relevant jobs and content as a result.

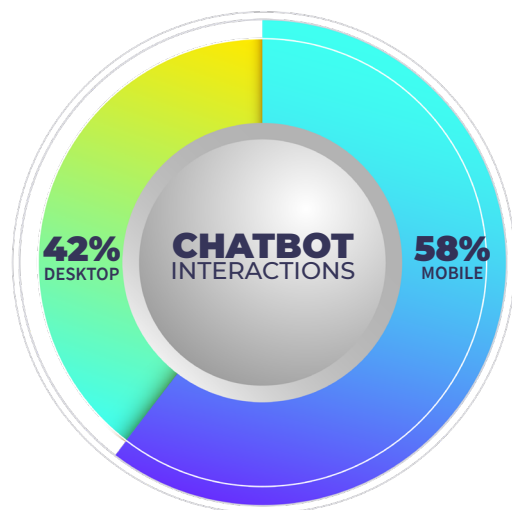


2.2 Job seekers interact most with chatbots during traditional non-business hours.

Even after a recruiter or sourcer goes home for the day, the chatbot never stops. In fact, interactions were highest outside the hours of 9am-5pm local time. The most popular day of the week is Tuesday. Not only does this help maintain a growing candidate pipeline, it ensures talent acquisition teams have a pool of leads as soon as they start the day.



2.3 More candidates engage with chatbots on mobile devices than desktops.



Users looking for jobs on mobile devices (smartphone and tablet) expect ease of use throughout the entire experience. Mobile-friendly chatbots guarantee a seamless experience for on-the-go job seekers, allowing them to find best-fit opportunities faster.

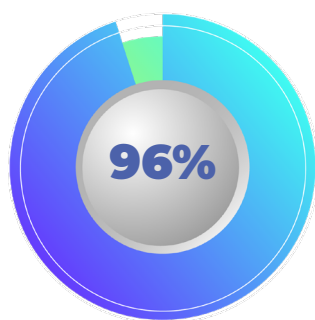
SUCCESS SPOTLIGHTS

In the first **30 days** after launching a chatbot on their career site, a consumer goods company experienced **58,124 chatbot interactions**.

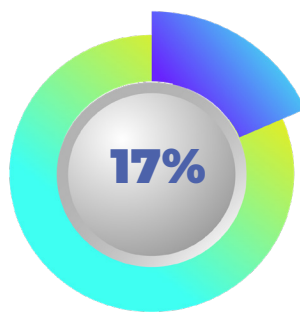
Industry: **CONSUMER GOODS**

Employees: **30,000+**

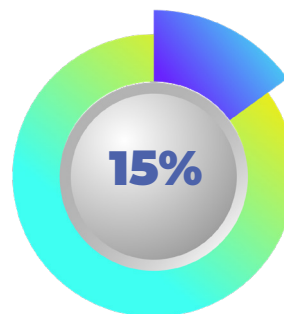
Chatbot interaction highlights:



of chatbot users clicked apply



of total apply clicks came from chatbot users



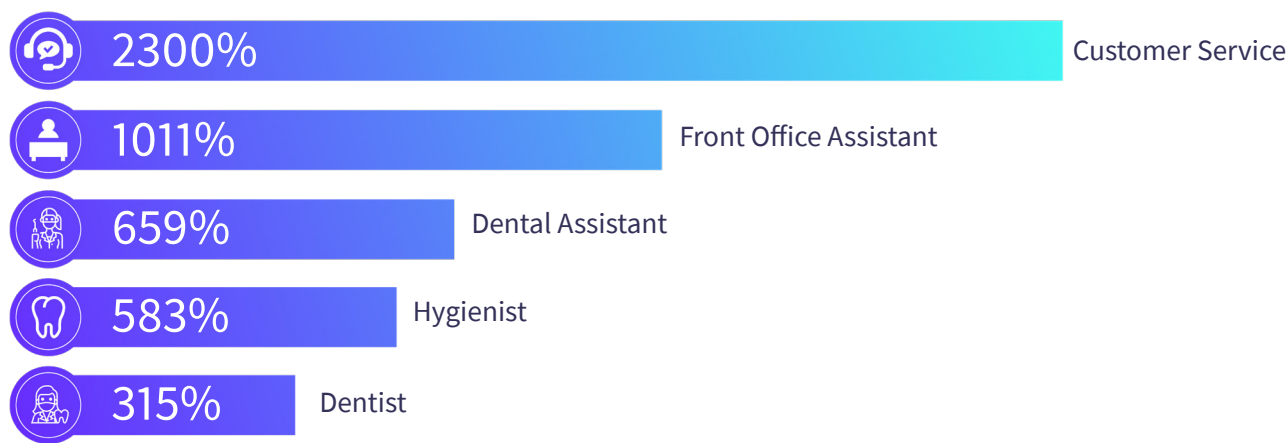
of total job seekers used the chatbot

In the first **30 days** after launching a chatbot on their career site, a dental company experienced a **1142% increase** in total job seeker leads.

Industry: **HEALTHCARE**

Employees: **11,000**

Increase in leads by job type:



2.4 The most common questions candidates ask the chatbot relate to application status, job search, and benefits & compensation.

In addition to asking candidate questions and delivering relevant job recommendations, chatbots are an invaluable source of company information. The around-the-clock availability of these virtual assistants guarantee job seekers get answers to their most pressing questions in a timely manner.

As chatbots record their interactions, HR can review the most common questions asked. Since chatbots get smarter as they learn, recruiters can ensure they have the right information to deliver accurate responses. They can also identify opportunities to deliver this content in other areas of the candidate journey and bring welcomed transparency. Here are the most common questions users ask the chatbot by category:

Apply & Application Status

Can I check application status?
How do I apply for *[a specific]* position?
What is the deadline to apply for *[a specific]* position?
Has my application been reviewed?
How do I update a submitted resume?

Benefits & Compensation

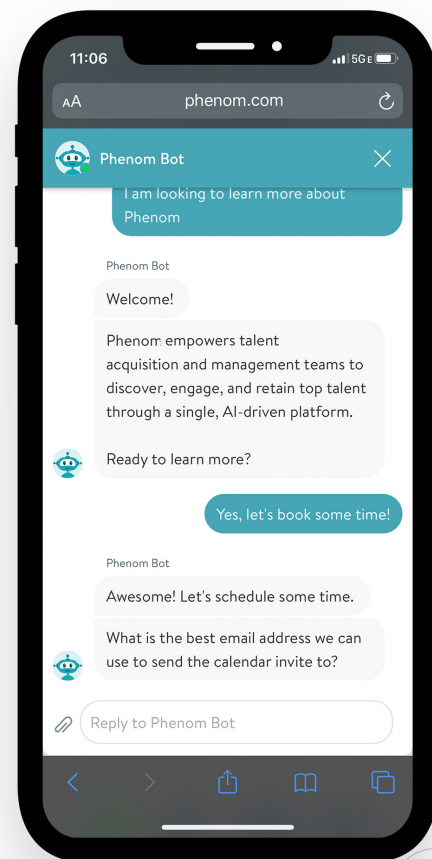
What benefits do you offer?
What is the company culture like?
What is the pay structure?
Do you offer tuition reimbursement?
What are your health insurance options?

Job Type

Is this a full-time position?
What are the job requirements?
What are the hours of operation?
Is the position still open?
Is this an entry-level position?

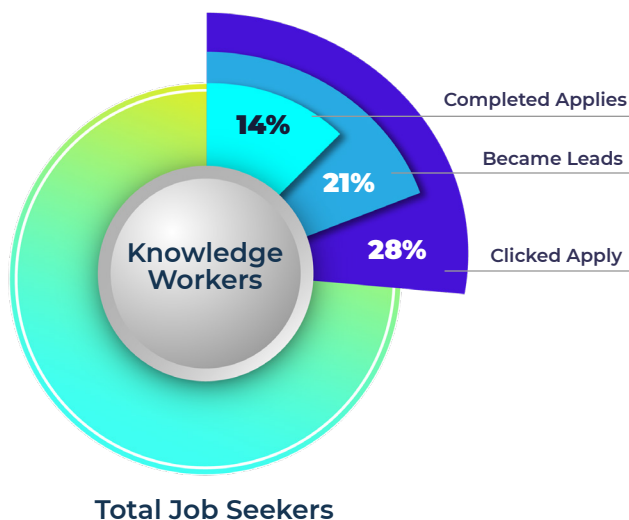
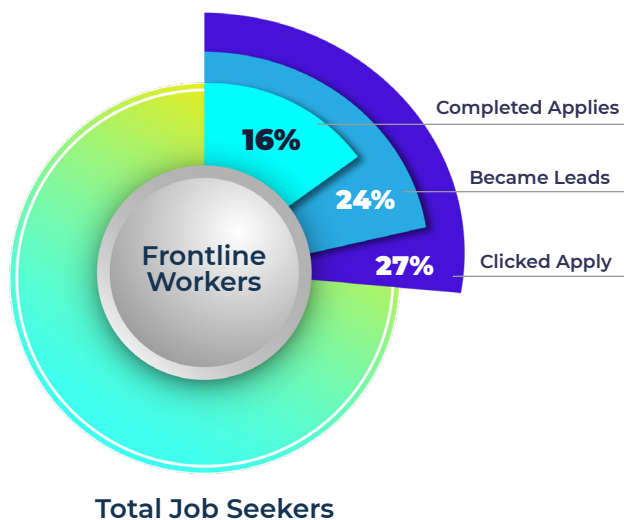
Location

Where are your headquarters located?
Can I live and work in a different state?
Is this role open in any other location?
Do you support relocation?
Can I change my preferred city?



2.5 Frontline job seekers are more likely to become a lead, ask a question, and complete an application than knowledge workers.

Chatbots have the ability to source, screen, and answer candidate questions on a mass scale—which makes them particularly effective in industries where high volume recruiting is common. Although there was a slight increase in chatbot engagement, leads, and completed applications among frontline workers, we should expect to see a rise in the ubiquity of these virtual assistants among these industries.



Job Views

26%

Frontline workers viewed a job

42%

Knowledge workers viewed a job

FAQs

60%

Frontline workers asked the chatbot questions

39%

Knowledge workers asked the chatbot questions

What they're asking the chatbot:

Questions about the company

53%

Frontline workers

40%

Knowledge workers

Questions about application status

29%

Frontline workers

27%

Knowledge workers

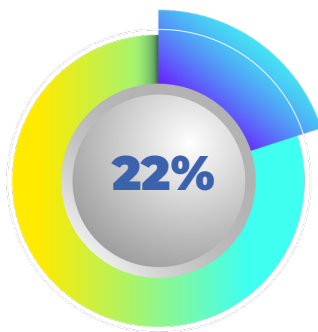
SUCCESS SPOTLIGHTS

In the first **60 days** after launching a chatbot on their career site, a hospital network experienced **11,571 chatbot interactions** and **471 applications** from the chatbot.

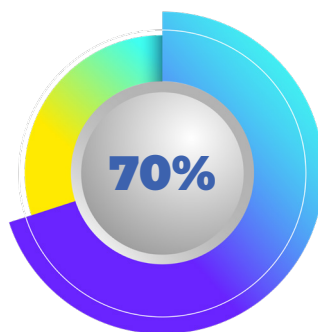
Industry: **HEALTHCARE**

Employees: **8,600+**

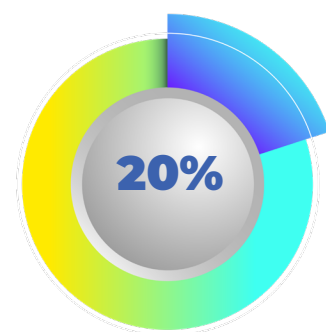
Chatbot interaction highlights:



of job seekers who applied to a job from the chatbot were hired



of chatbot traffic came from a mobile device



of chatbot interactions took place during the weekend

In the first **30 days** after launching a chatbot on their career site, a finance company experienced a **111% increase** in completed applications.

Industry: **FINANCIAL SERVICES**

Employees: **700+**

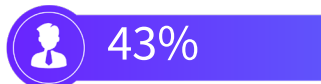
Increase by job type:



Experienced professional



Entry-level



Internship

SECTION 3: THE FUTURE OF RECRUITING

3.1 How Chatbots Contribute to the Evolution of the Traditional Recruiter

With the chatbot driving more leads and taking on tasks like sourcing and screening, HR teams are freed up to spend more time on strategies that nurture and convert best-fit candidates.

TA teams must embrace talent marketing to nurture and convert their expanded lead pools. By adopting a new mindset and learning to “think like marketers,” TA begins to shift from **reactive recruiting**—responding to job seekers who reach out—to **proactive recruiting**—motivating them to apply through engaging campaigns.

We call this the
Evolved Recruiter.





So what can evolved recruiters do with their new leads? Here are three key strategies to consider:

1. Set up campaigns

To engage leads after they have submitted their email address, recruiters should consider implementing email and SMS campaigns as part of their overall communication strategy. Set up welcome campaigns to greet new candidates who have joined your talent community, send targeted campaigns to best-fit job seekers when new job opportunities open up, and share company news and updates.

2. Create content that showcases your employer brand

Companies that communicate their employer brand successfully attract best-fit candidates. The more job seekers understand your company culture, the easier it is for them to decide if they align with it. Blog posts, videos, and employee testimonials help showcase your employer brand. Share stories about “a day in the life” for each department, company events, philanthropic efforts, and more.

3. Enhance communication post-apply

One of the most frustrating aspects of the candidate experience? Never hearing from a company after submitting an application. After candidates apply for a job, consider how you can keep them informed about their status. Set up an automated email response to confirm you received their application, and follow up when a decision has been made—whether it is good or bad news.

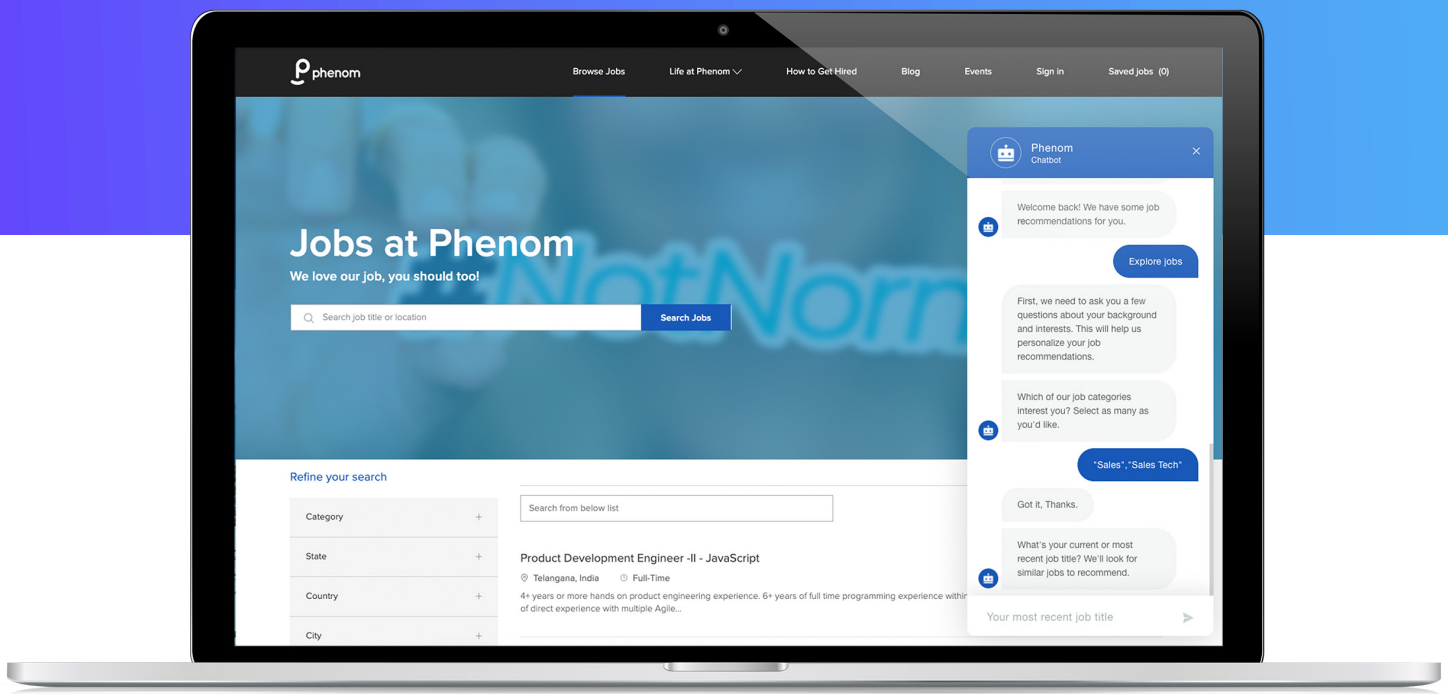


SECTION 4: CONCLUSION

Chatbots play a significant role in the talent journey, validating the need for organizations to adopt and implement them during the hiring process.

These powerful recruitment tools aid in the candidate experience, allowing job seekers to engage with the employer brand and find the right job faster. Chatbots that natively integrate with career sites seamlessly enhance the candidate journey during the search and apply process.

In addition to enhancing the candidate experience, chatbots help eliminate talent acquisition challenges by automating time-consuming tasks. As the chatbot builds candidate pipelines, recruiters can focus more on nurturing relationships with top talent.



SECTION 5: PHENOM BOT

An AI-powered chatbot, provided by Phenom.

Phenom Bot, a chatbot powered by conversational AI, empowers talent acquisition teams to personalize the candidate experience and slash time to fill with automated sourcing, interview scheduling, and answering candidates' FAQs.



Sourcing

Fuel Your Talent Funnel with Quality Candidates

Phenom Bot asks candidates questions to learn more about their needs, and tailors the entire conversation based on their responses.



Job Search & Apply

Match the Right Candidate with the Right Job

Candidates searching for jobs within Phenom Bot will receive personalized job recommendations, where they can apply directly to the position.



Screening

Qualify Talent Before the First Recruiter Interaction

Let Phenom Bot qualify candidates for you with knockout questions for a concentrated talent pool, and arrange next steps to boost recruiter efficiency.



Scheduling

Automatically Schedule Interviews with Qualified Leads

Candidates who successfully meet the criteria for a job are offered time slots for an initial phone interview.



Candidate FAQs

Deliver Quick Answers to Their Most Pressing Questions

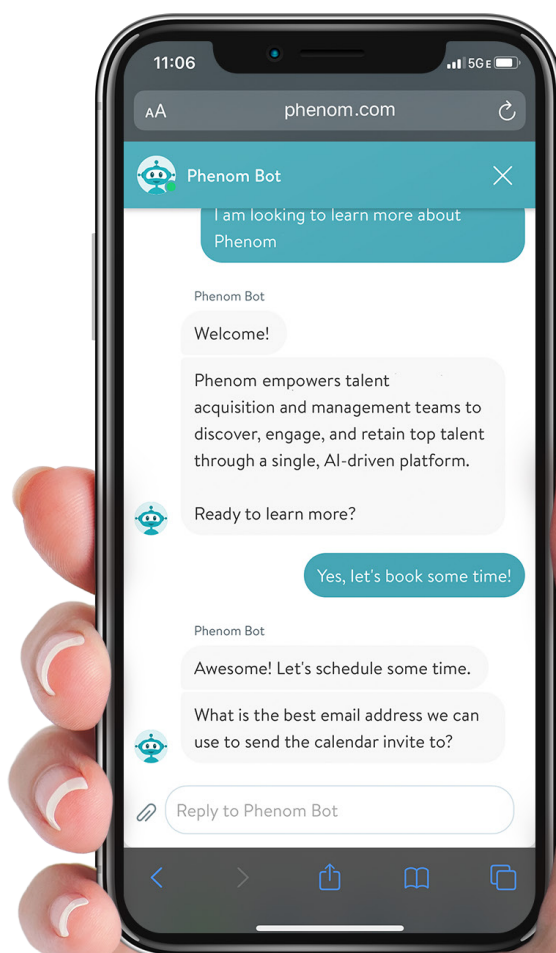
Candidates can ask Phenom Bot questions and get accurate, automated responses from your FAQ depository.



Analytics

Go Deeper with Engagement Metrics

Optimize your campaigns with valuable metrics, such as how often candidates are engaging with the chatbot, what questions they're asking, how many leads you're capturing, and more.



SECTION 6: ABOUT PHENOM

Phenom is a global HR technology company with a purpose to help a billion people find the right job. We do this through an AI-based SaaS platform, which we call Talent Experience Management (TXM). TXM is the holistic approach and platform that connects every interaction throughout the talent lifecycle and delivers hyper-personalized experiences for everyone. The Phenom TXM platform is built on artificial intelligence (AI), driving personalization, automation, and accuracy for candidates, recruiters, employees, and management. It eliminates multiple-point solutions, connects with quality candidates and employees through personalized experiences, and delivers top talent while driving ROI. This means candidates find the right jobs faster, recruiters are more productive, employees are able to evolve, and management gets the insights they need.



CANDIDATE EXPERIENCE

Career Site
CMS
University Recruiting
Chatbot



RECRUITER EXPERIENCE

CRM
Campaigns
SMS
AI Insights



EMPLOYEE EXPERIENCE

Internal Mobility
Referrals
Diversity
Career Pathing



MANAGEMENT EXPERIENCE

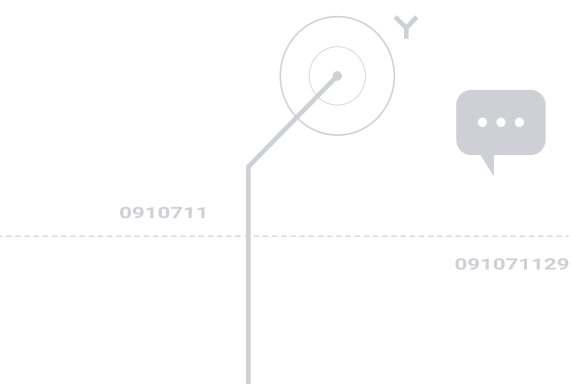
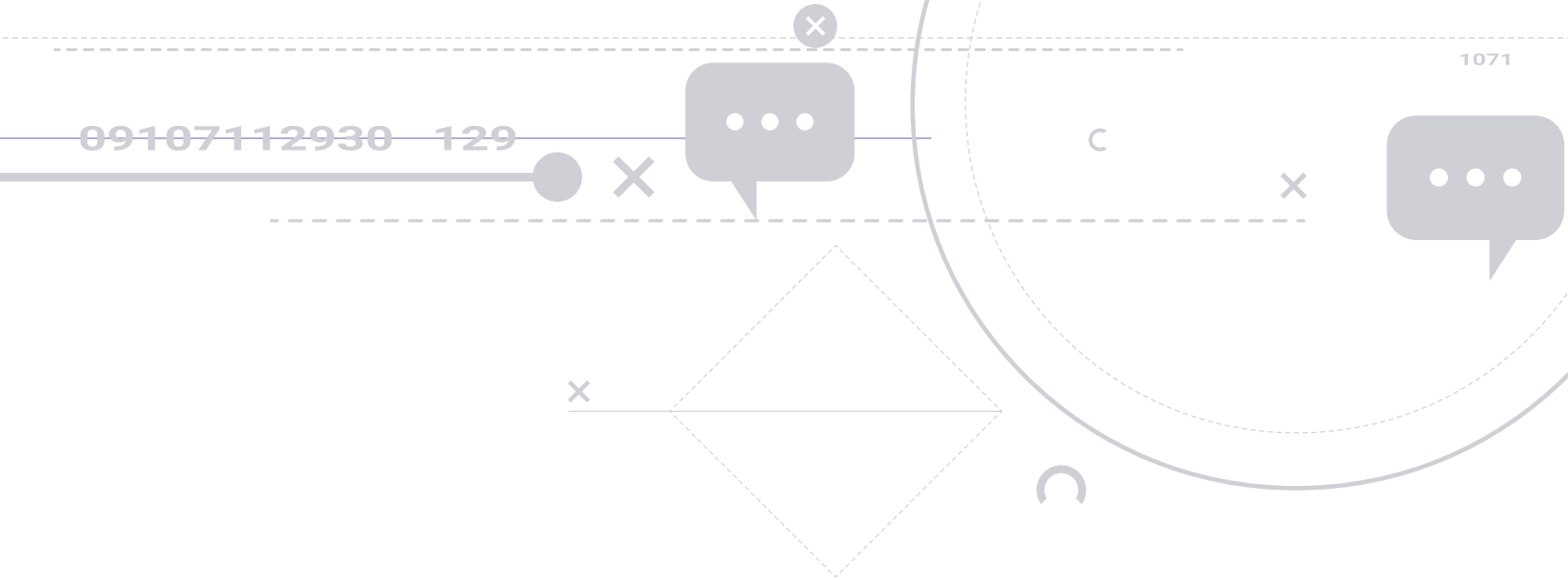
Talent Analytics
Reporting
Forecasting
Succession

See the Phenom TXM Platform in action

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