

Is Your Hiring Portal Ready for the Hybrid Era?

Since the pandemic began, the recruitment procedures have transformed a lot. HR leaders around the world are trying their best to adapt to the new norms while making sure that they are not just recruiting the best candidates but giving them the best experience possible. Enterprises are adopting different talent management practices to keep up with the digitally transforming world. In the effort to do so, HR leaders need to make sure that they are prepared for the hybrid era of the job industry.

Hybrid Era is here to stay

A hybrid era or hybrid working system is where human recruiters and AI work side by side combining their complementary abilities to generate better business outcomes. The performance of a company will depend on how well the human employees and AI blend to create hybrid teams.

Human intelligence and AI work on completely different algorithms but when combined, mutually augment each other. Humans are better at decision-making, empathy, judgment, and cognitive abilities. AI is better at speed, accuracy, avoiding errors, and computation. AI and human intelligence have unparalleled advantages but combining them will leverage their strengths.

A hybrid recruitment system is the future of work. Thus HR leaders need to revamp their hiring portals to reap the benefits of a hybrid system and to muster new challenges.

Key Benefits of Hybrid Recruitment System

A hybrid recruitment system introduces new dynamics to the job industry while intensifying the existing ones. The hybrid system is proven to be beneficial in the process of talent acquisition, improving the hiring experience, data analytics, and virtual assistance.

Better Results

Tech evolution accelerated because of COVID. The resulting digitalization of the human resource system led to a changed and better experience for both recruiters and candidates. The hybrid recruitment systems enable the enterprise to stay agile, innovative and yield better results.

Superior Experience

The right mix of AI technology and human input creates a hybrid environment that gives unparalleled experience to both candidates and recruiters. Candidates prefer the firms that have advanced technology and automation.

- AI technology enables the candidates to transfer from traditional resumes to digital profiles where the need to reenter the information is eliminated. This innovation makes the job application process more efficient for them. According to [49%](#) of candidates, the application process was quicker because of a hybrid system. While [41%](#) are of the view that the overall process was made easier for them because of automation.

- AI-based chatbots enhance the candidate experience by keeping engagement high. Chatbots make personalized conversations with every candidate, analyze the data, and monitor the employee sentiment that can help to improve policies and candidate experience. According to stats, [43%](#) of candidates experienced quicker response time because of the hybrid system.
- Job seekers demand real-time access to HR teams so they can assess the work environment and get quicker updates on hiring procedures which is made possible through AI chatbots that increase HR visibility. According to stats, [35%](#) of candidates appreciate the regular updates from HR teams.
- AI helps the recruiters to take low-value tasks off their plate and focus on more strategic and creative work. Automation of repetitive tasks makes the onboarding process efficient, fast, and error-free.
- AI helps HR leaders in decision-making by providing data-driven resources and deep insights. AI can detect changing patterns in the company and predicts the time when an employee decides to leave so the HR team can retain the leaving talent and offer them to mobilize within the company.

Keeping up with Competitors

Candidate experience is the kingmaker in the job industry. To keep up with the industry competitors, it is important to recondition the hiring procedures to make it hybrid. Hybrid recruitment helps the enterprise to take a step forward and cater to the needs of the future top talent. Hybrid system cultivates the employer's brand and helps to attract the 'right' pool of candidates who expect a more flexible and innovative work environment in the wake of digitalization.

Future-Proofing

Enterprises with some level of digitalization performed extraordinarily well during the pandemic as they were ready to respond to the upcoming challenges. Thus the hybrid system is required as a way of future-proofing for the enterprise so that company is not just able to survive but thrive as well.

Conclusion

Artificial intelligence and machine learning are rapidly reaching the mainstream and soon they will be the most important requirement in the workplace. A massive shift has been seen in the job industry because of digitalization, which demands the relationship between humans and AI to be redefined. Companies need to personalize their approach towards digitalization to make sure that their hiring portal is ready for the hybrid era.