



Finding the Right Talent with AI Solutions

Understand the advanced AI resources and tools available to help SMBs improve talent search, candidate matching, and recruitment processes.

Among the top issues keeping business leaders up at night—particularly leaders of small and midsize businesses (SMBs)—are finding, hiring, and retaining the best talent. While the labor market has improved since the height of The Great Resignation in 2022, recent data from The Conference Board, a think tank that regularly measures employment trends, suggests labor shortages are reemerging as a prodigious challenge for SMBs. Forty percent of smaller firms report having jobs they are unable to fill, according to the August 2024 Conference Board Employment Trends Index (ETI).

“For SMBs particularly, every hire they make is critical to their business goals,” explains LinkedIn Director of Product Andrew Chimka. “Oftentimes, hirers at SMBs aren’t full-time recruiters; they are doing the hiring themselves on top of other responsibilities. These hirers

need simple, time-saving solutions that are intuitive to use and help them find qualified candidates fast.”

A growing crop of time-saving solutions powered by artificial intelligence (AI), machine learning, and predictive analytics are available to SMB owners and HR teams. These tools have a profound impact on talent acquisition and talent management strategies, enabling business owners to reduce time-to-hire, do more with less, make better and more equitable hiring decisions, and improve the candidate experience.

With experts predicting that AI will play an increasingly important role in HR, now is the time for SMBs to understand available use cases and learn how to best leverage AI tools to achieve hiring goals.

Launch a next-gen talent search

For recruiters, the top three benefits of

generative AI (GenAI)—the type of artificial intelligence capable of generating text, images, videos, and more using generative models—are making it faster/easier to write job descriptions, automating tasks so employees can spend time on more fulfilling work, and removing daily mundane tasks, according to LinkedIn’s 2024 “Future of Recruiting” report.

Recruiters—whether that means an HR specialist or SMB owner—can use AI tools to quickly draft job postings that stand out and attract desired candidates. AI sourcing tools can expand a company’s talent pool beyond those who have applied for a position by scouring the internet to find potential candidates, using keywords such as job titles, location, and skills.

Another important use case for busy SMBs is leveraging AI to review résumés faster and using predictive analytics to forecast candidates most

AI can help predict great talent, but can it attract great talent to your business?

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Like, did you **even** know:



GEN Z
DOESN'T
CARE SO MUCH
ABOUT COMP.

MILLENNIALS
AREN'T AS CONFIDENT
IN THEIR SKILLS.

**BABY
BOOMERS**
VALUE AI
TRAINING.

GEN X
WANTS BACK
IN THE OFFICE.

Read State of the Workplace 2024 to Find Out:

- ✓ Which areas do employees think AI is most valuable?
- ✓ Which skill is Gen Z most interested in building?
Hint: It's not AI.
- ✓ What did 58% of Gen X say makes them feel most empowered at work?
- ✓ And More...



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likely to succeed in a role based on countless factors. Research shows that unconscious biases about gender, race, and age impact hiring managers' decisions. Technology can facilitate more equitable hiring by removing unconscious biases. "There is hope that AI will reduce bias in the hiring process by using more objective data instead of human subjectivity," explains TriNet Chief People Officer Catherine Wragg, a leader in HR services and technology providing SMBs with full-service, industry-specific HR solutions.

Elevate the candidate and employee experience

"Applicant tracking systems are helpful for streamlining and organizing operations, allowing more time to be spent on sourcing and evaluating candidates," Wragg explains. Once a hirer has identified a candidate, he or she can leverage AI to easily draft personalized messages. Some HR tech tools automate candidate outreach, as well, helping companies keep all candidates in the loop, even those who aren't being offered an interview. As 60 percent of job seekers have had a poor candidate experience—according to the "State of the Candidate Experience" study by the social recruiting platform CareerArc—a favorable candidate

experience can help an SMB stand out from competitors. A smooth candidate experience also creates a strong first impression that lays the groundwork for an optimal employee experience—a key factor in employee retention.

Increasingly, employees are comfortable using, and may even expect, AI tools in the workplace.

According to "State of the Workplace," an SMB trends report by TriNet, 75 percent of full-time employees at SMBs use AI for work, while 66 percent use AI for help with HR-related tasks. Use cases include providing an AI chatbot to improve the onboarding process and to provide faster and more accurate answers to HR and benefits questions. TriNet Chief Product Officer Lisa Reeves, says AI-enabled benefits decision support is an especially important feature for younger generations, who have less experience making decisions about health insurance. "According to TriNet's 2024 State of the Workplace Study, only half of Gen Z employees understand and utilize their benefits. TriNet's benefits decision-support tool, powered by Healthee, uses AI to help worksite employees quickly navigate the complexity of making informed benefit elections," Reeves explains.

The future of AI in recruitment

Ninety-one percent of CEOs of Inc. 5000 companies are optimistic about AI's potential to help their business in the future, citing use cases across sales, operations, and, of course, HR, according to Inc.'s annual CEO survey.

HR experts predict increased adoption of existing AI tools, as well as continued advancements in AI capabilities and predictive analytics. "There is a lot of excitement around leveraging AI to identify successful candidates more precisely in a way that also reduces bias. Predictive analytics also hold great promise in proactively helping companies identify employees who may be at risk of leaving before it's too late, which clearly has many benefits over recruiting a backfill," TriNet's Wragg explains.

New technology begets new skills requirements for HR professionals, but tech doesn't erase the need for the human touch. "The most well-rounded HR professionals will have a combination of both technical skills to use new AI technologies and human skills to build relationships with candidates," Chimka says. "Both are critical in a world where technology and the skills needed to do our jobs are quickly evolving." ■