



PERSONA

HR Club, DoMS, NIT Trichy



Vol. 01 Issue 03

September 2020

HR Dynamikó



Reinventing HR with Artificial Intelligence | Revaluating Employer Branding | And more!



REINVENTING HR WITH ARTIFICIAL INTELLIGENCE

Balaga Lokesh



Seamless hiring and onboarding are central to stability in an otherwise tumultuous job market. While, like in many other sectors, artificial intelligence (AI) is beginning to prove a boon to Human Resources, some applications of the intelligent, process-expediting technology aren't yet watertight. The integration of artificial intelligence in the human resources space has improved HR practices by helping teams analyze, predict, and diagnose issues and inform better decision making. AI has had the strongest influence in hiring and recruiting efforts: In fact, 96% of senior HR professionals believe AI has the potential to greatly enhance talent acquisition and retention in the coming years.

A recent Sage report titled 'The changing face of HR' consulted organizations on their propensity to adopt the latest tech for HR functions. 43% of respondents believed their firms will not keep up with tech changes over the coming decade. This creates a somewhat troubling outlook. But there are signs of increasing uptake of technologies in HR, and applications of AI go a lot further in the recruitment and onboarding process than just filtering through thousands of applications.

AI CAN BE HIGHLY EFFECTIVE IN:

- **BREAKING DOWN WHAT IS NEEDED FOR A JOB, SO A COMPANY CAN HIRE FOR SKILLS, NOT "WHO IS DOING THAT JOB NOW"**
- **HELPING COMPANIES SEE WHO HAS THE SKILLS NEEDED TO DO A JOB, SEARCHING FOR DATA FROM CURRENT EMPLOYEES, APPLICANTS, AND ALUMNI FROM EXISTING ENTERPRISE SYSTEMS AND PUBLIC SOURCES IN ONE TALENT NETWORK**
- **MOVING PAST RESUMES/CVS AND JOB DESCRIPTIONS(WE CAN FORGET ABOUT BOOLEAN SEARCH STRINGS, WHICH THEY SAFELY BELONG IN THE PAST)**
- **PREDICTING ACCURATELY, ENABLING DECISION MAKING BASED ON POTENTIAL**
- **IGNORING PERSONAL CHARACTERISTICS, REALTY IMPROVING DIVERSITY**
- **CREATING A POSITIVE EXPERIENCE RESEMBLING THE MOST-USED CONSUMER TECHNOLOGIES IN THE WORLD.**

The crux of the matter is not actually a crux at all, but rather ongoing navigation of the intersection between human involvement and AI efficiencies. This would indeed change from company to company. The fact is that you can't take the human out of Human Resources. People will remain integral to a robust, personable HR strategy. You can, however, add AI technology at intelligent onboarding touchpoints, diverting human time away from inane clerical tasks to forming real bonds with candidates and growing teams in the most positive of ways. Getting the most out of an AI enhanced workplace is an exciting opportunity, but one that needs engagement with the issues and possible obstacles.

HR Buzz words

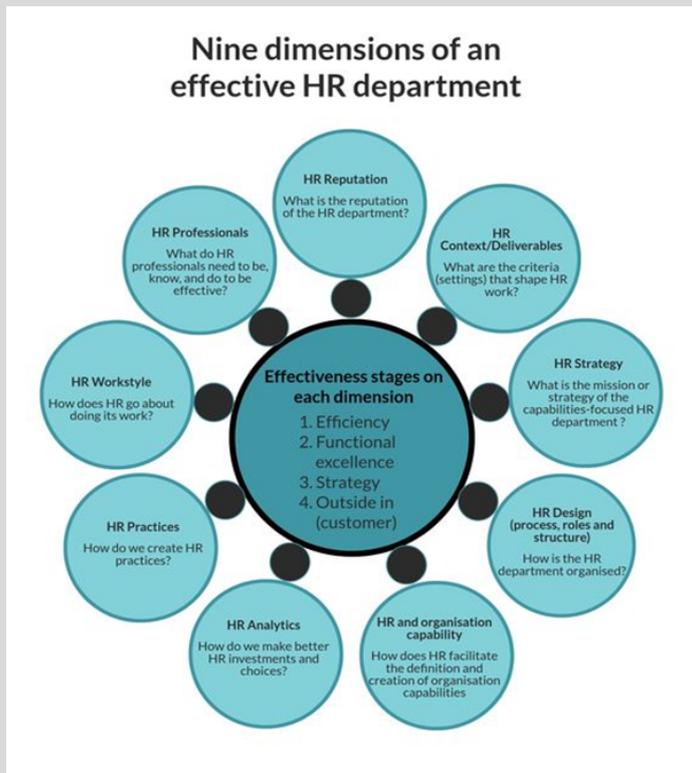
Senhamizh Bharathi A

Here are a few HR words and jargons that will help you to understand the world of an HR professional.

1. **Balanced scorecard:** The term was coined by Dr. Robert Kaplan and Dr. David Norton in 1990 and refers to a measurement system that evaluates and monitors the four business areas: customer knowledge, internal business processes, learning and growth, and financial performance.

2. **Obamacare:** The Obamacare Act or Affordable Care Act (ACA), was introduced by President Barack Obama in March 2010. It is an employee benefit act that aims to increase affordable healthcare for those living below poverty levels. In India, it is known as the Indian Health Care Improvement Act.

3. **Halo Effect:** The halo effect occurs when managers have an overly positive impression of a particular employee. This effect can lead to reviews' objectivity, where the managers give the employee high ratings and fail to recognize his weak areas that need improvement.



4. Whistleblowing

Whistleblowing is when an organization's employee reports another employee who has done something wrong, dishonest, or illegal. The Whistle Blower Protection Act was passed in India in 2014.

5. Employee Grievance

An employee grievance is a concern, problem, or complaint that an employee has about their work, the workplace, or someone they work with and can also include the management. Something has made them feel dissatisfied, and they believe it is unfair and unjust on them. Adhering to such employee needs is one of the significant HR responsibilities.

6. Cold Calling

In recruitment, cold calling refers to making telephonic calls to prospective clients or people who are not anticipating any call for a job. It is a method that HR uses to engage with passive job seekers.

7. Organisational Citizenship Behaviour

OCB is a positive behavior of an employee who voluntarily commits to doing a task that extends beyond his specified job role to help fellow employees for the organization's benefits.

REVALUATING EMPLOYER BRANDING

Sanchita Bala



Employer Branding is a new age topic at the present, for growing companies who either have big hiring needs or have big hiring challenges. What is Employer Branding and why is it important? Employer branding is the process of positioning/promoting an organization to a desired group of talent/professionals as an employer of choice. It is about making sure that employees feel good about the place they work. Employees can therefore be ambassadors for the organization and that "feel-good factor" can permeate out to others, notably to the customers and clients.

The significant objective of Employer Branding is to collectively understand the various internal and external strategies and initiatives that can be implemented to improve your brand visibility, perceived by both current and future employees. Undoubtedly, the stepping stone for a successful employer brand starts with a strong mission and vision and is amplified by the voices and stories of all employees, regardless of role or department

The major focus of your organization consequently lies on 3 touch points with reference to this powerful tool.

i. Long Term Recruitment

The target here resides in attracting the right quality candidates and retaining the existing talent. If you're actively managing your employer brand—and the findings from LinkedIn offer a compelling reason to do so—you're probably beefing up your careers site, becoming more active on social media, and offering unique benefits and opportunities to employees.

ii. Building a global brand

The brand must consistently cultivate to deepen the presence across the country as well as globally.

iii. Competitive Differentiation

Differentiating from other competitors in the marketplace adds as a boost to the brand portfolio and the answers to the question of "why would I want to work at your company?")..

But that's not it, the real question lies in understanding how to measure a company's brand, image, or reputation?

Listed below are some of the varied metrics that give us a collective idea to understand the involvement of various metrics that would help in achieving the desired goal –

- Key performance indicators (KPIs)- Metrics used to evaluate the success of an objective and allow you to focus on what matters most, and how to monitor your progress.
- EVP (Employer Value Proposition)- an ecosystem of support, recognition, and values that an employer provides to employees to achieve their highest potential at work. This a major factor to look into as a comprehensive set of employer offerings that boost employee engagement and bring out the best in employees.
- Social media- Hands down, Content is king. Upscaling Blog posts, videos, surveys, employer testimonials, and advocacies help customers and potential employees to dive into the norms and ethics of the working environment.
- Job application- Average candidates spends 3-4 hours to fill the application form. 60% of the job seekers quit in the middle of the filling process. Applications could be short and not too time investing. D2C has conducted an interesting survey regarding Employer Branding and the results of the survey were surprising and proved to be an eye-opener for many.

Some key aspects of the Employer Branding Report 2020 are as follows:

- 79% of students consider having one or more interactions with a particular company in order to better understand it, before making the final decision of whether or not they would like to build a career in that company.
- 50% of respondents considered the company culture to be a crucial aspect for building the brand reputation in their minds.
- 65% of students are ready to spend 6 months to 2 years in a particular company to understand it better before making a switch to a different organization.
- Beyond salary, Roles and Profiles offered are valued more by students when selecting the employer of choice. Also, Excellent Training Programs are not considered.
- The decision of students to join a particular company is backed by its Potential Growth followed by the industry's stability and growth.

The survey also brought to light the list of dream organizations of B-School students which are topped by Hindustan Unilever Limited followed by Google. Under the segment of Banking and Finance, Goldman Sachs and JPMorgan Chase & Co. proved to be a popular choice.

In the Consulting domain, the famous MBB trio of McKinsey & Company, Boston Consulting Group and Bain & Company – held the top three places respectively, while Tata Administrative Services (TAS) and Aditya Birla Group were the most desirable companies under the General Management segment. Hindustan Unilever Limited (HUL) and ITC Limited outshone as employers of choice in the FMCG/ Beverage sector. Finally, Amazon, Flipkart, and Google held the top 3 positions for New-age Recruiters where students would like to work.

What Success Looks Like?

Gathered data can reveal regarding the awareness of your brand, but the true test in terms of proving your employment brand strategy's value is being able to demonstrate a correlation with the trajectory of certain talent management metrics.

Additionally, the focus tends to converge in terms of apprehending Internal mobility- Do people enjoy working for you, are they willing to stay and grow their career; which will eventually improve the organization's retention rate.