

# INNOVATIONS

● LIVE

## The New Age of Hiring with AI and Automation

Presented By: Pankaj Jindal, Co-Founder, Sense



*This program has been approved for 1 HR (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute.*

— SHRM —  
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**Pankaj Jindal**  
Co-founder, Head of Sales



- 1,000+ Customers
- 75,000 Recruiters
- 250M Job Seekers

## About Me:

- As a Co-founder at Sense, I take a consultative approach to working with talent acquisition teams on their journey to drive talent engagement and recruiting automation
- Prior to Sense, I was the CEO of two different recruiting firms
- Outside of work, I'm a big foodie and love traveling



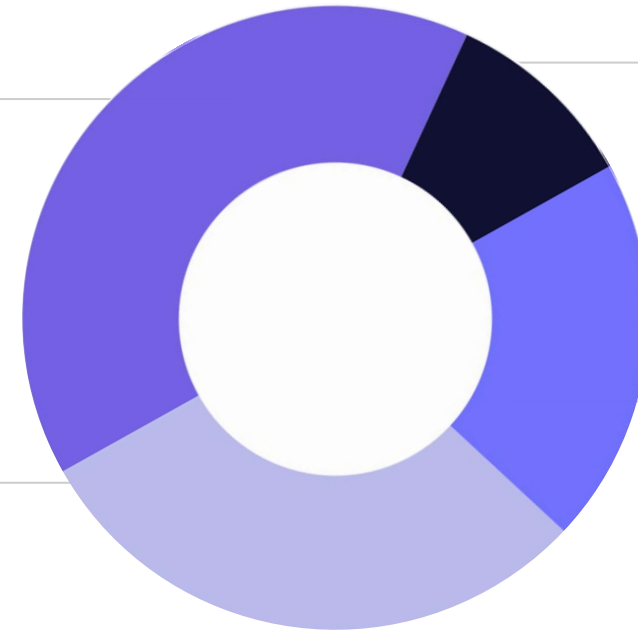
# How do recruiters spend their time today?

40%

Identifying  
Requirements &  
Finding  
Candidates

30%

Screening  
Applications



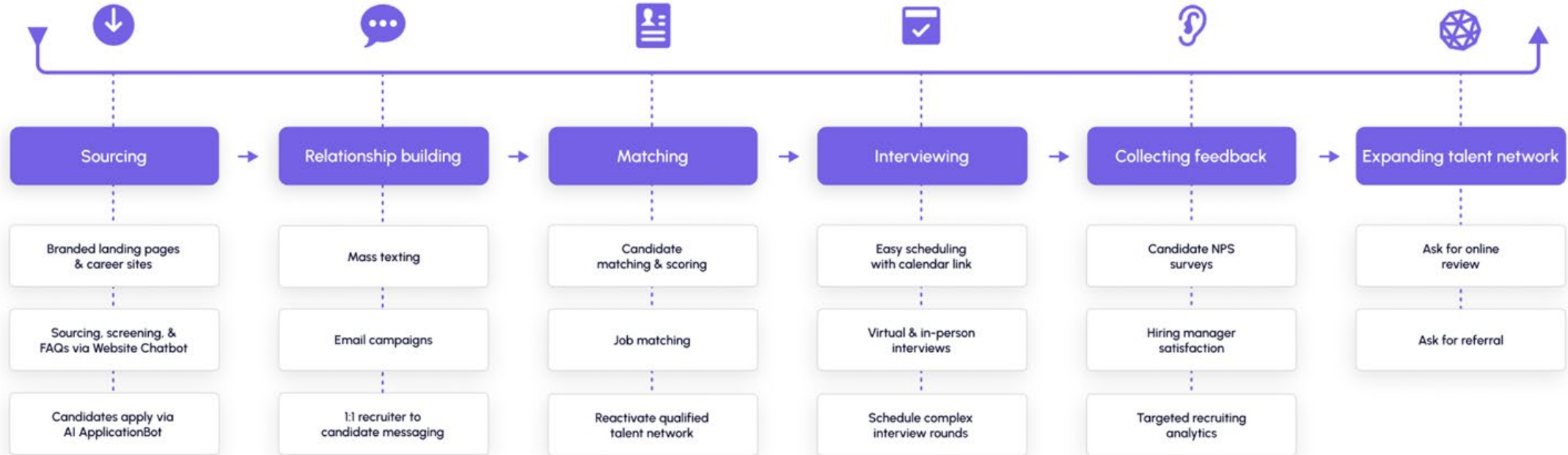
10%

Extending Offers &  
Running Background  
Checks

20%

Scheduling &  
Conducting  
Interviews

# Recruiter's Day-to-Day



# AI Use Cases in Recruiting

- Writing Job Descriptions
- Screening
- Interview Scheduling
- Data Enrichment
- Writing emails and text messages
- Identifying Skills Gaps
- Candidate Search & Matching
- Candidate Fit Scoring
- Survey Response Summarization
- Message recommendations
- Copilots
- Interview Scheduling Analysis
- Resume Generator
- Chatbots
- Automated Engagement





A modern office interior with large windows, indoor plants, and people in business attire. Some are sitting at tables, while others are standing and talking. The scene is overlaid with a semi-transparent purple filter.

# Let's Take a Deeper Dive Into These Use Cases

# Generate Job Descriptions

Craft a job description based on the job title or short overview.

AI can suggest enhancements like adding skills, responsibilities, etc

<< Job Descriptions Labs

How would you like to generate the job description?

☒ By job title

☐ By job description

Enter job title

Product designer

Select job description sections

Company info, responsibilities, skills experience &... Clear

Write short summary

Enter summary here

Examples for short summaries

Generate a JD for senior software engineer having skills in Java, c++, Oracle DB with 5 years experience

JD for senior software engineer having skills in Java, c++, Oracle DB with 5 years experience

Generate

<< Job Descriptions - Product Designer Labs

Ask AI to enhance content below. Ex: 'make it professional'

Content enhancements :

Shorter +

Longer +

Grammar check +

Skill enhancements :

Figma +

User testing +

Adobe XD +

Responsibilities enhancements :

User research +

Prototyping +

70% overall score (adjust sections)

Sections

Enhance with AI

Title

Product designer

Summary

We are looking for a talented Product Designer to join our team. The Product Designer will translate user needs into intuitive designs for web and mobile applications. The ideal candidate will be highly creative with a keen eye for design, adept at defining product experiences, and able to collaborate with cross-functional teams

Role & responsibilities

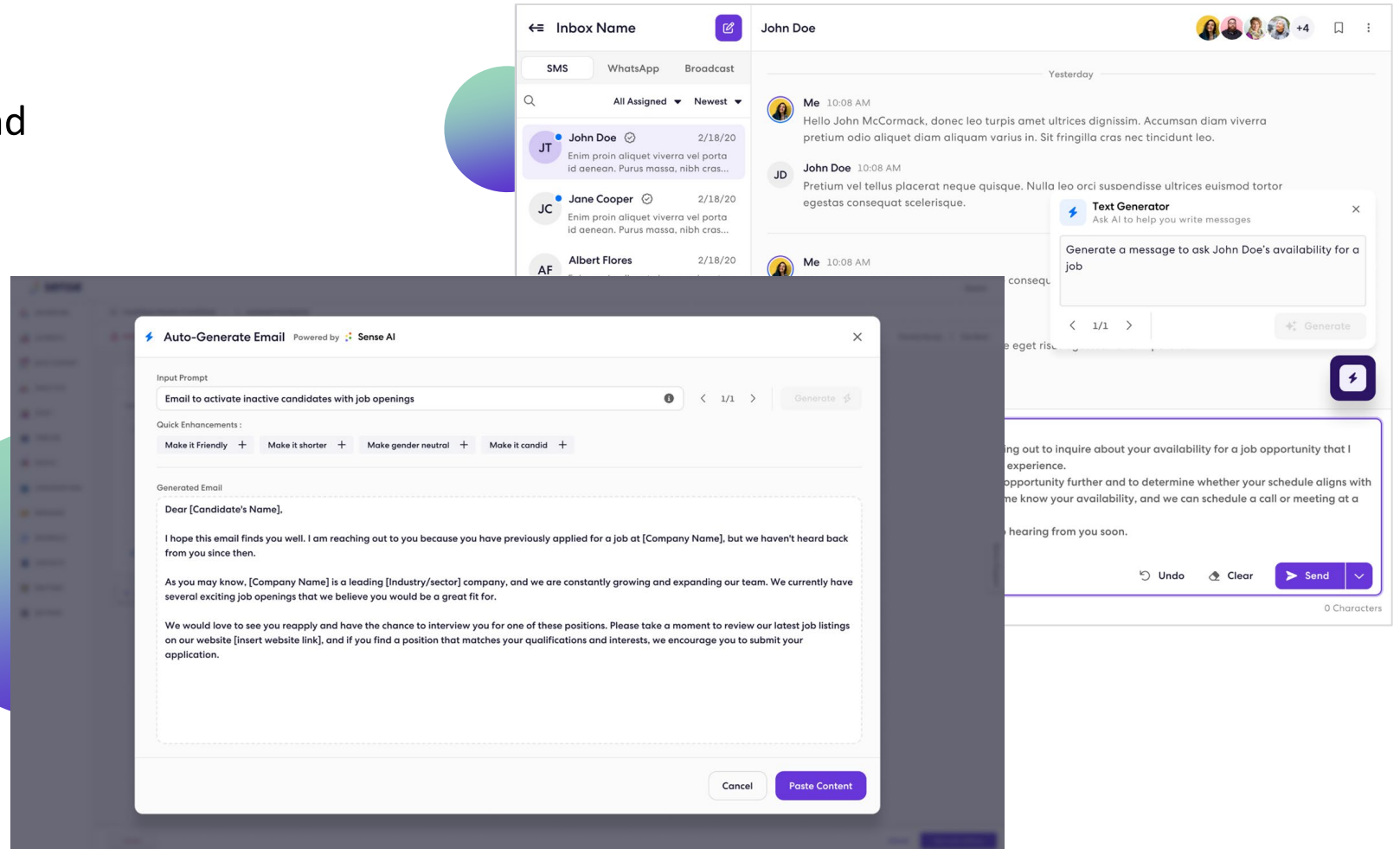
Conduct user research and analyze user feedback to understand user needs and behaviors

Develop visual designs, prototypes, and storyboards to effectively communicate design concepts

Copy

# Create Compelling Content

Use generative AI to quickly write and rewrite emails and text messages





# Develop Pre-Screening Questions

With a job title or a small description or selecting the jobs from your ATS, generate a set of pre-screening questions fit for the job

Pre-screening Questions

Labs

How would you like to generate pre-screening questions?

☐ By job title

☐ By job description

☒ By selecting jobs

Product designer

Job description

A product designer is responsible for creating or redesigning products to improve their functionality and user experience. This involves conducting research, developing concepts, creating prototypes, collaborating with teams, designing user interfaces, conducting usability testing, and staying up-to-date with design trends. Ultimately, their goal is to create user-centric, functional, and visually appealing products.

Generate

Pre-screening Questions - Product Designer

Labs

Ask AI to enhance content below. Ex: 'make it professional'

< 1 / 1 >

Add question

1. What inspired you to become a product designer?

2. What are the key skills that you think are essential for a product designer?

3. Can you walk us through your design process, from ideation to execution?

4. How do you approach designing for different audiences or user personas?

5. Can you describe a challenging design problem that you faced and how you solved it?

6. How do you stay up-to-date with the latest design trends and technologies?

7. Can you show us some examples of your previous work and the impact it had on the end-users?

8. How do you incorporate feedback from stakeholders into your design process?

9. How do you incorporate feedback from stakeholders into your design process?

10. How do you incorporate feedback from stakeholders into your design process?

AI responses can be inaccurate & prone to mislead. [Learn more](#)

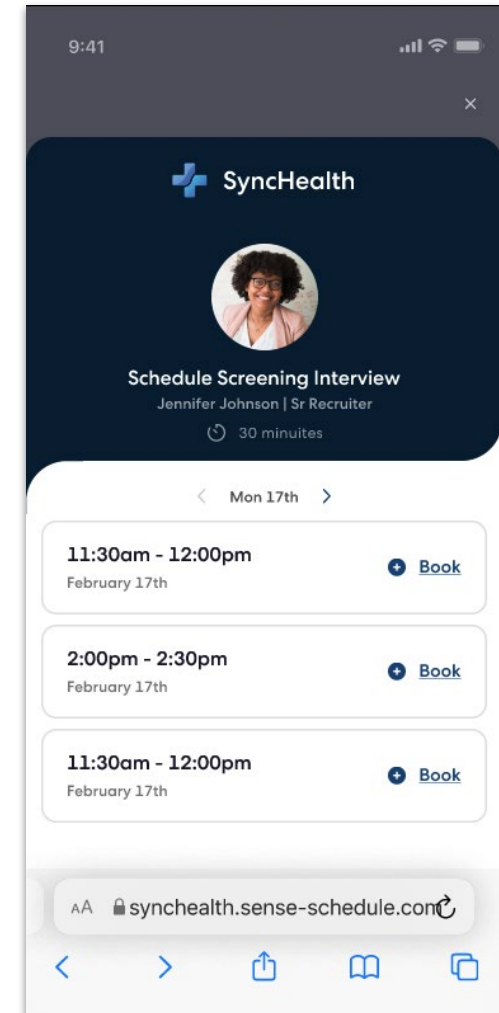
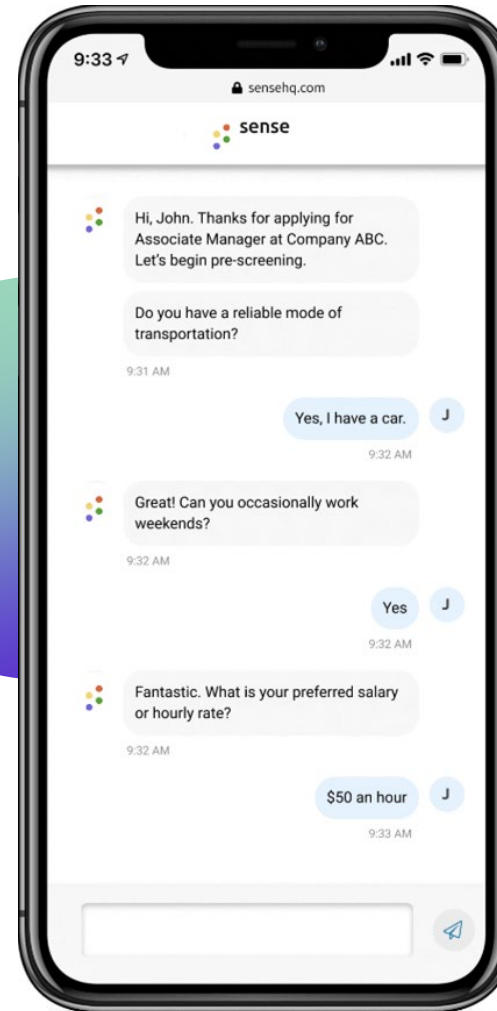
Save draft

Create chatbot

# Screen & Schedule Candidates

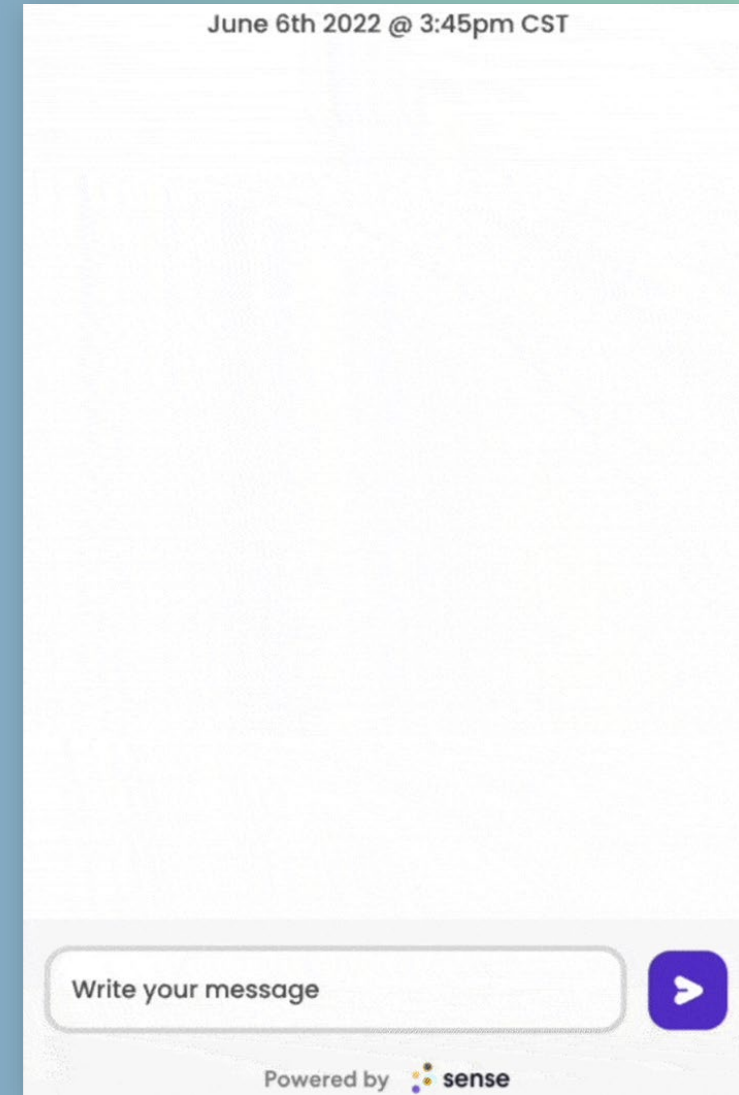
Deploy screening chatbots to engage every job seeker

Allow qualified candidates to instantly book time with your recruiters with an integrated scheduler



# Job Matches for Candidates

Determine top job matches for candidates based on their skills, experience, and preferences

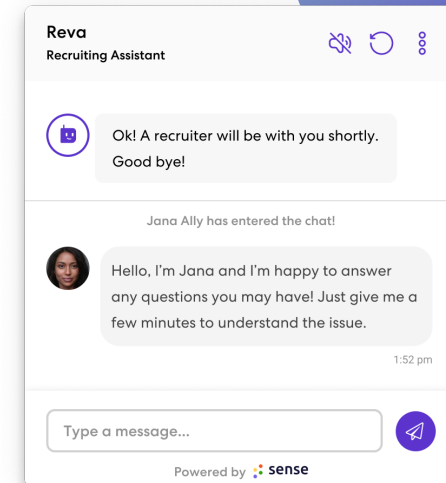
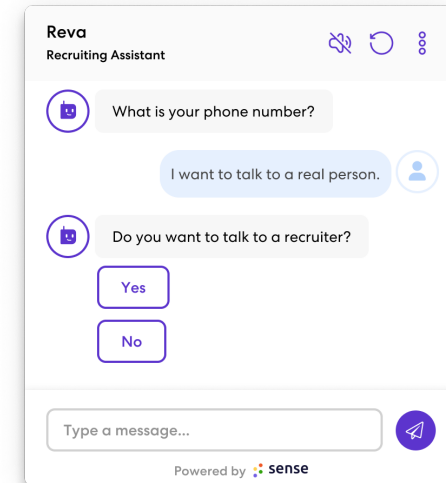
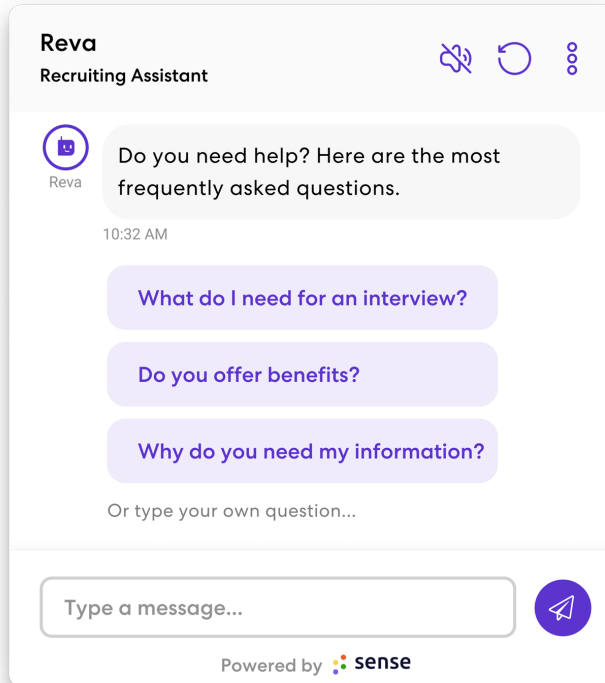




# Answer Candidate Questions Efficiently & Effectively

Respond to candidates' questions and provide them updates throughout the hiring process

Handle frequently asked questions via chatbots and seamlessly escalate to live recruiters when appropriate



# Produce Resumes for Candidates

Generate resumes for candidates based on their chatbot conversations or by answering key questions about the candidate

<< Resumes Labs ×

How would you like to generate the resume?

☒ Create from scratch using Sense AI

☐ Use existing chatbot conversations

Delivery manager

Search candidate to get basic details

Toni

Name: Toni CD

Phone Number: 000 000 0000

Email: tonicd@gmail.com

✦ Generate

<< Resumes Labs ×

1. Full name

Toni CD

2. Phone number

000 000 0000

3. Email

tonicd@gmail.com

4. Professional summary: A brief summary of your career objectives, skills, and experience as a Truck Driver

Type response

5. A list of key skills related to truck driving, including safe driving practices, navigation and routing, vehicle maintenance and inspection, loading and unloading, and time management

Type response

6. Certifications: Any relevant certifications, such as training in hazardous materials handling or specialized equipment operation

Type response

7. Accidents and violations: A record of any accidents or traffic violations incurred while driving, if applicable

Type response

8. Education: High school diploma or GED, any relevant vocational or technical training related to truck driving

Type response

9. References: Contact information for professional references who can attest to your skills and experience as a Truck Driver.

Type response

ⓘ AI responses can be inaccurate & prone to mislead. [Learn more](#)

👍 👎

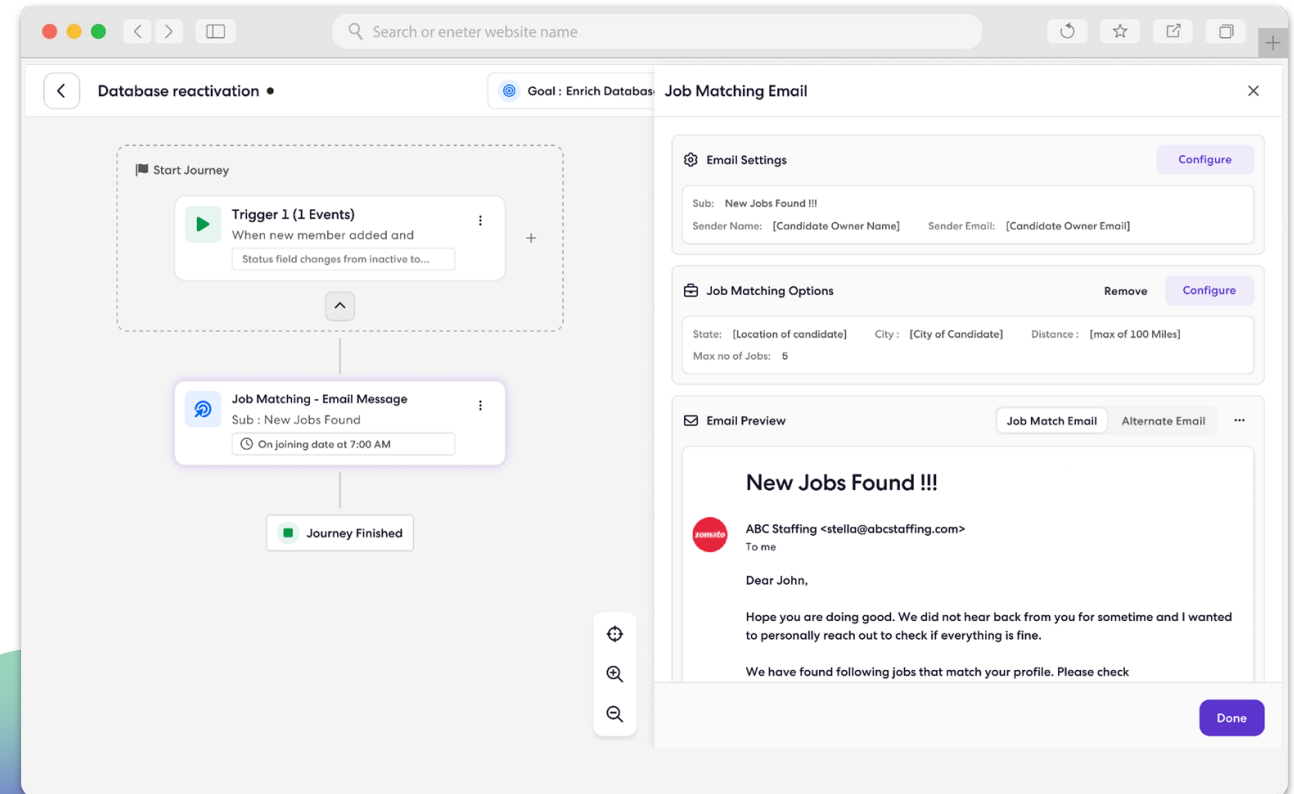
Generate resume

# Re-engage Your Talent Database

Search database for past candidates who are qualified for new roles

Engage with dormant talent with automated, personalized messaging

Engage via chatbot to screen, schedule and update their profiles in your ATS





# Turn Survey Results into Key Insights

Summarize all your NPS survey results into a simple format so it's easy to identify where you stand to improve the candidate, contractor, and client experience

admin: dhruba@sensehq.com

## Responses - 3 Month ESAT touchpoint

[Overview metrics](#) | [Summaries](#) | [Responses](#) | [Flagged responses](#) | [Delivery history](#) | [Clicks](#)

[Last 7 days](#) | [Recipient](#) | [More Filters](#) | [restore saved filters](#) | [save these filters](#)


### Last Week Summary From 140 responses

[Business Goal](#) [RETAIN](#)



**Summary**

"Overall, the 66 survey responses show a high level of satisfaction with Insight Global. The average satisfaction rating is 8.4 out of 10. The most commonly cited area for improvement is communication, with some respondents wanting more frequent updates or clarification on role details. 21 respondents indicated they would like a follow-up from an Insight Global representative. The high satisfaction ratings and few constructive comments suggest Insight Global is providing a positive experience for most contractors, though targeted outreach to address the communication issues raised by some could further improve satisfaction."

**Questions Asked** ▾

Powered By  Sense AI

50 People [Export Spreadsheet](#)

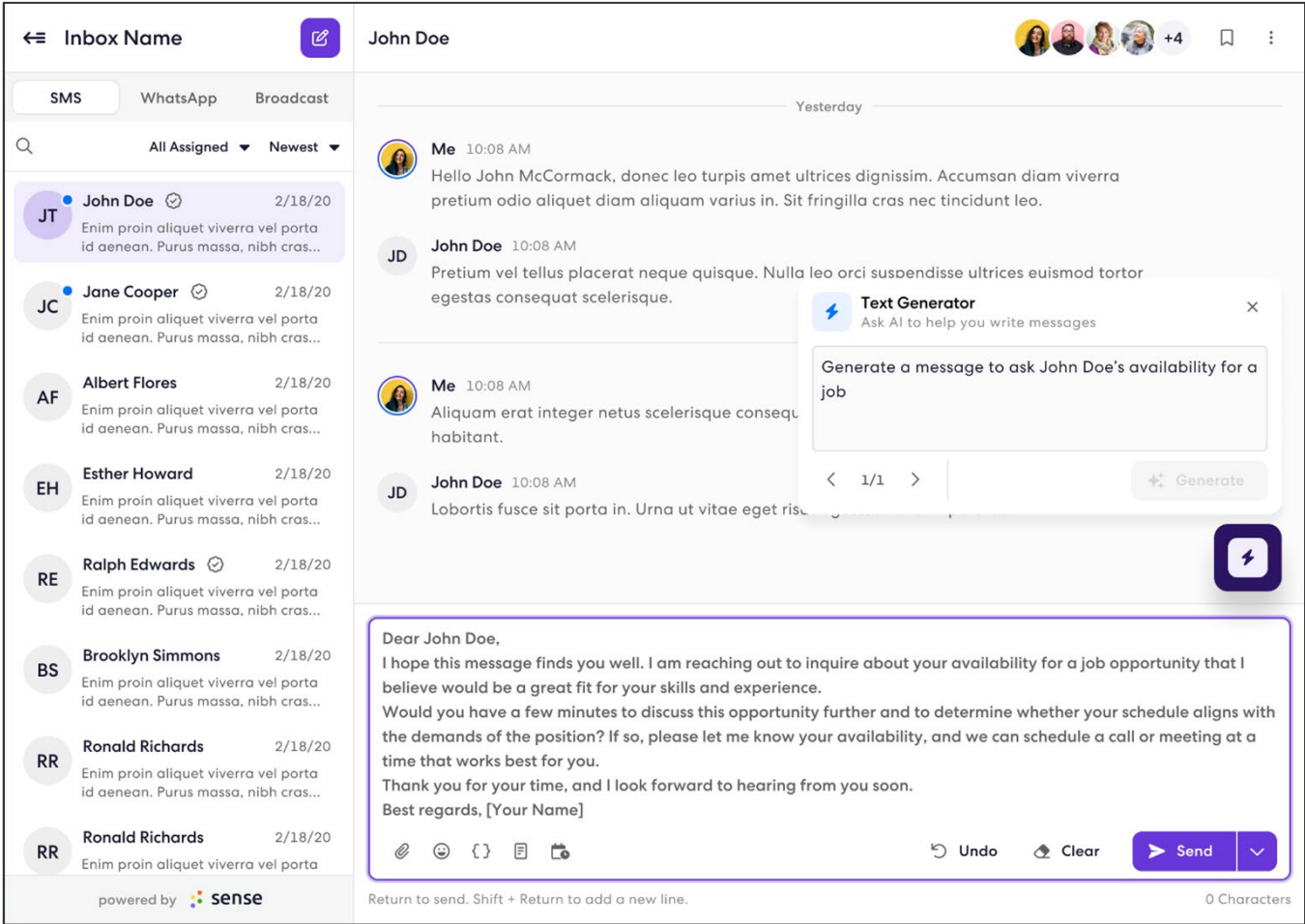
3 Month ESAT OSC ONGOING PULSE SURVEYS	Candidate:	Date:
	Tailore Neuwirth	May 10, 2023, 11:08 PM
Rate your satisfaction with the support you receive from the Insight Global team?  10 / 10		
Would you like an Insight Global Account Manager or Recruiter to follow up with you? No		
	Martika Martin	May 10, 2023, 9:40 PM
Rate your satisfaction with the support you receive from the Insight Global team?  6 / 10		
Would you like an Insight Global Account Manager or Recruiter to follow up with you? No		

[Sense Support](#)

# Message Generator

## How it works?

Users can ask Sense AI to enhance or generate SMS messages for them



# Message Recommendations

## SenseAI: SMS Best Practices

Use AI to automatically suggest improvements to messages that adhere to SMS best practices.

- Shorten messages
- Remove excessive punctuation
- Explicit Yes/No questions

Template Body

Hi <contact\_first\_name>, this is <agent\_full\_name>from <agency>. Good luck at your first today! Do you have any questions or concerns at the moment? Call me and let me know your thoughts for the onboarding EXPERIENCE.

140/140

</> Insert Variables Add Emoji

Carrier Filtering Likelihood ?

**Whoops!**

85%

This message is very likely to get filtered.  
You still can send the message, but it may put this number at risk.

! Avoid using excessive ALL CAPS.	Resolve
! Avoid using money-related emojis. 💰🤖🔪	Resolve
! Public URL shorteners are banned by carriers.	Resolve
! Avoid using excessive punctuation.	Resolve

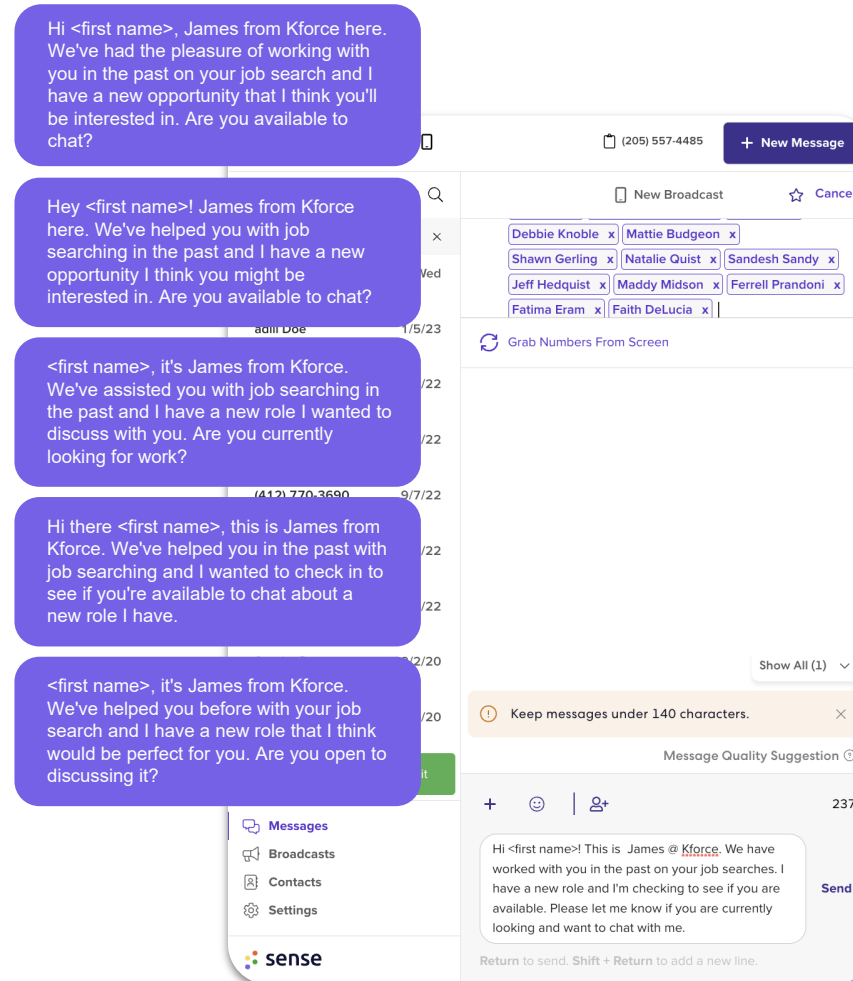
Add Template



# Diversify Campaign Messages

## SenseAI: Diversify broadcast text

Use NLP tech to automatically generate variations on broadcast text based on number of recipients, to introduce more variety into broadcast outbounds.



# Recruiter Copilot

The screenshot displays the Recruiter Copilot interface, which includes a sidebar menu on the left and a main dashboard area. The sidebar menu contains the following items: Dashboard, Automation, TRM (highlighted), Chatbot, Messages, People, Analytics, Pages, Scheduling, Marketplace, Support, and a user profile for Jennifer Johnson at SynchHealth.

The main dashboard area is titled "Overview" and features a navigation bar with "Overview", "Jobs", "Approvals", and "Drives". A search icon, a bell icon, and a star icon are also present. The dashboard displays four key metrics:

- Open Jobs:** 19 (up 3.5% as of last week)
- Open Requisitions:** 45 (up 2.5% as of last week)
- Offered:** 23 (down 6% as of last week)
- Candidates Hired:** 12 (up 12% as of last week)

A notification banner indicates that sourcing for 45 open positions is slower than usual and suggests creating a campaign to source candidates. The banner includes buttons for "Administrator in training (12)", "Admissions Nurse (9)", "Appointment Manager (7)", and "Show all >". A "Create Sourcing Campaign" button is also present.

The dashboard also features two sections: "Pending Tasks" and "Pending Approvals".

**Pending Tasks:**

- 200 Interviews to Schedule
- 150 Feedback to Collect
- 75% Candidate Forms to Send (up 8%)
- 100 Assessments to Send

**Pending Approvals:**

- Offer Approvals (9)
- Job Approval (21)

A video player overlay is visible in the center of the dashboard, showing a video titled "Co-Pilot.mov" with a progress bar and playback controls.

	Location	Status
<input type="checkbox"/> Devon Lane	7 years	San Francisco, CA
<input type="checkbox"/> Cameron Williamson	11 years	Oakland, CA
		Redwood City, CA

# What Could All Of This Mean?



# How Much Time Can AI Save?

## Create Job Descriptions

- Define role & responsibilities
- Write job description

**30 Minutes Per Job**

## Sourcing

- Search & identify candidates from talent pool
- Engage candidates through job boards

**6 Hours Per Job**

## Screening & Scheduling

- Screening Questions
- Screening Applicants
- Scheduling Interviews

**2 Hours Per Job**

## Engagement

- Initial engagement with applicant
- Follow up with interviewed candidates
- Disposition candidates

**4 Hours Per Job**

## Offer & Onboarding

- Collect onboarding information and documentation
- Nurture until start date
- Answer common questions

**1 Hour Per Job**

# That Adds Up



13.5

Hours per job

6,750

Hours/year if you hire 500 people

\$337k

Cost/year based on \$50/hr

# Benefits of AI & Automation

## **Streamline The Recruiting Process**

- Automate steps where it makes sense

## **Deliver A Good Candidate Experience To Everyone**

- Engage all candidates with a personalized journey, even if it's to disposition them

## **Injecting Speed Into The Process**

- Quickly identify your top candidates and allow them to a recruiter interview to reduce your time to interview to days, not weeks



# Real Results



75% reduction in  
time-to offer

using QR-code job  
listings & automated  
instant pre-screening



25% reduction in  
time-to-interview

Automatically assessing  
candidates and  
scheduling prequalified  
interviews



Reduced time to  
contact from 20  
days to 1 day

using chatbots and  
automated  
communication



# Things To Consider When Using AI

Establish  
Governance, Risk  
Management, and  
Compliance

Audit AI projects for  
bias and data  
handling

Stay up-to-date with  
upcoming legislation



# What's Next for AI In Recruiting?

## Forget Copilots, Think Agents

- Some hiring will be completely automated

## Skills-Based Hiring

- On the rise and will continue to grow in most sectors

## Continuing to Drive Candidate Experience

- AI will help drive more personalized, automated candidate experiences without





# Intelligent Talent Engagement Platform

## Career Site



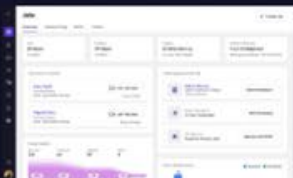
Easy to Create & Edit  
With Drag & Drop

Responsive Design

Landing Pages

CMS

## CRM



Manage Leads and  
Candidates

Candidate  
Matching & Scoring

Add Candidates to  
Campaign

## Messaging



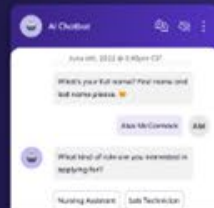
1:1 & Mass Texting

Chrome Extension &  
Mobile App

WhatsApp  
Integration

Shared &  
Multi-Number Inbox

## AI Chatbot



Conversational AI  
Assistant

Instant Apply

No-Code Bot Builder

Text-to-Apply &  
QR-Code

## Automation



Dynamic Journey &  
Campaign Builder

Database  
Reactivation

Screening

Surveys

## Scheduling



Connect to Calendar

Sequential & Panel  
Interviews

Round Robin &  
Team Calendars

Multi-Event  
Scheduling

## Referrals



Referral Campaigns

Rewards  
Management

Tax Compliance

Referral Payouts

## Analytics



Campaign  
Performance

Talent Insights

Candidate &  
Employee Sentiment

Recruitment Automation Powered by sense AI



# Questions?



**INNOVATIONS** ● LIVE

**Thanks for joining us!**

Pankaj Jindal, Co-Founder, Sense  
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