


A.I. and the Real Impact of Artificial Intelligence on Job Search Trends

Presented by John Wedl
President and Founder of
WEDL Placement Services



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The Impact of AI on Job Search

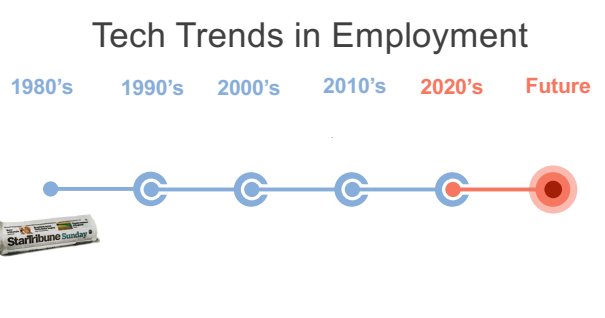


- 01 Where Have the Jobs Gone**
Job Search trends have been changing for 25 years!
- 02 Artificial Intelligence**
How AI will impact job searching and Hiring.
- 03 Lead and Inspire!**
How to guide multiple generations of customers through ever changing technologies in their return to work.

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Tech Trends in Employment

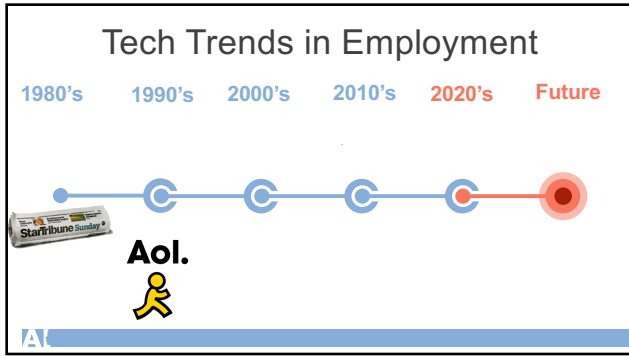
1980's 1990's 2000's 2010's 2020's Future



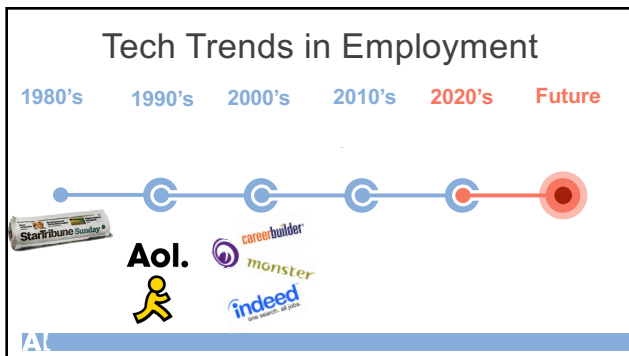
Star Tribune Sunday

AI

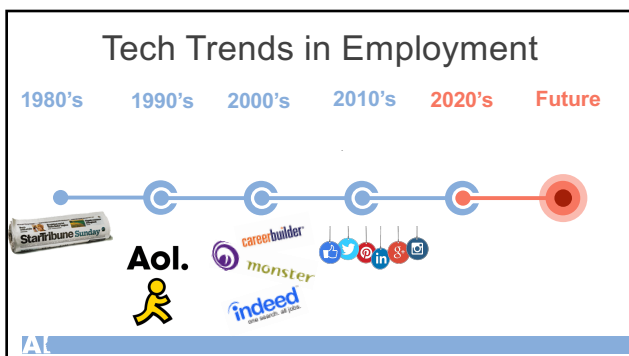
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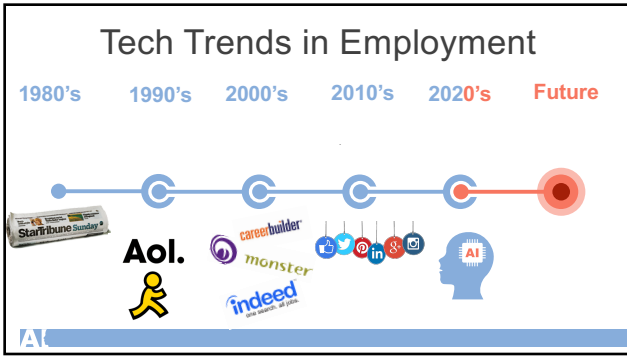
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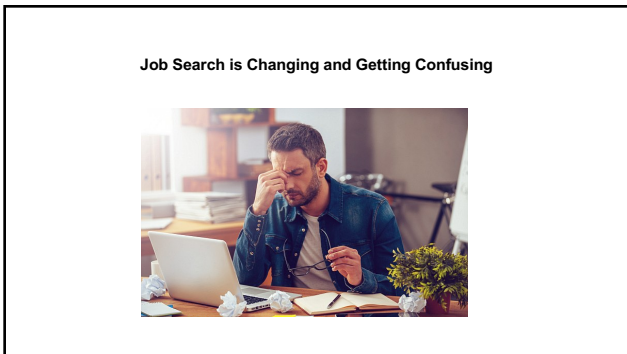
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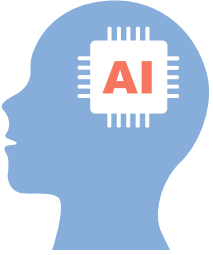
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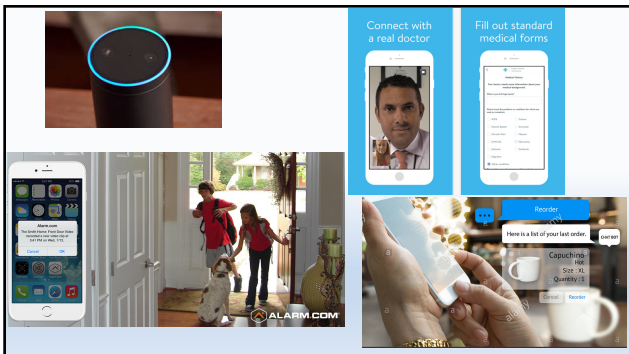
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Amazon defines AI as:

"The field of computer science dedicated to solving cognitive problems commonly associated with human intelligence, such as learning, problem solving, and pattern recognition."

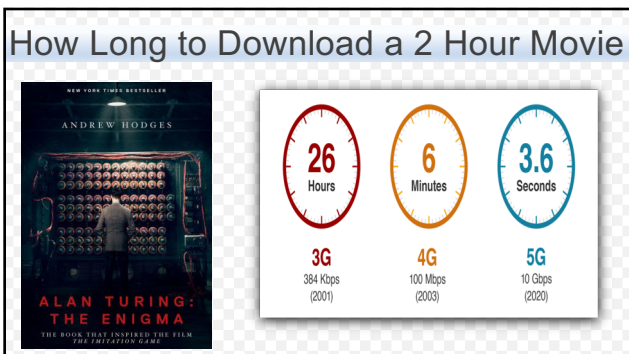


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How Long to Download a 2 Hour Movie



Network	Speed	Download Time
3G	384 Kbps (2001)	26 Hours
4G	100 Mbps (2003)	6 Minutes
5G	10 Gbps (2020)	3.6 Seconds

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AI How A.I. Can help with Recruiting

<p>Recruiter: <u>Human Intelligence</u></p> <ul style="list-style-type: none"> • Search for candidates manually • Review based on own opinion • Play phone tag for phone screen • Send out invites to complete employment assessments • Set up / schedule interviews • 1-2 weeks 	 <p>Vs.</p> 	<p>Recruiter: <u>Artificial Intelligence</u></p> <ul style="list-style-type: none"> • Search virtually for candidates 24-7 • Review based on algorithms • Automatically set up video interviews • Auto send employment assessments • Set up live video interviews • Automated in-person interview sched. • 1-2 Days
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“Your career site isn’t mobile friendly.”

“When will you let me know about your decision?”

“Your application is too long.”

“How long will it take to get me the offer?”

“Did you get my application?”

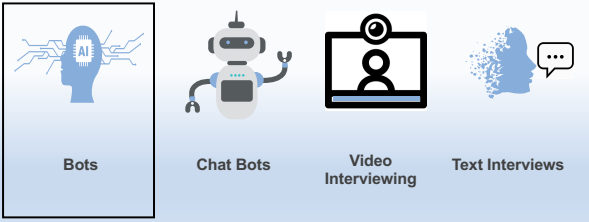
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How will AI make a difference for job seekers?

- AI will improve the candidate expertise
- AI helps with a more transparent job search experience
- AI helps eliminate hiring bias
- AI helps to match internal employees to growth opportunities

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AI Where A.I. Will Show Up in Job Search?




Bots Chat Bots Video Interviewing Text Interviews

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AI Bots

What Are Bots?

“**A bot** (short for “robot”) is an automated program that runs over the Internet. Some bots run automatically, while others only execute commands when they receive specific input.



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AI Applicant Tracking Systems



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How do ATS Bots Work?

Bots are programmed to:

- 1) Understand job descriptions and requirements
- 2) Screen and read resumes and social media profiles

Bots then:

- Grade, Rank, and Screen resumes
- Send top resumes to recruiters.



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AI Bots – KEY WORDS


JOB OPENINGS

Customer Liaison

DESCRIPTION: A customer liaison acts as a focal point for customer **problems, questions or concerns**. They **coordinate** with the proper company **personnel** to provide timely and accurate answers for the customers.

REQUIREMENTS: Handle **complaints**, **Communicate Telephonically** at times, Ability to **work nights and weekends**

APPLY NOW!



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AI Bots – KEY WORDS

MY RESUME

PROFESSIONAL EXPERIENCE:

- Customer Service
- Administrative
- Training
- Supervisory
- Inventory
- Ordering

SKILLS AND EXPERIENCE:


- Over 15 years of **customer service and business experience** with excellent work history and recognition for superior work.
- Responsible for daily **inventory** of a customer feedback shop.
- Performed all **inventory** receiving, **listing** and **posting** for a three-regions store.
- Efficiently** handles customer service, and **completes** customer **orders**.
- Excellent** organizational and **computer** skills.
- Capable to work off to prepare for corporate work through and to prepare more on my own.

Education and Training:

- Education:** Master Arts, RN, LPN, and others.
- Assisted in **training** of medical staff and other **staff**.
- Completed** first, certification and medical skills, over three years for training.
- Completed **Customer Service** training.
- Assisted with **inventory** management, and **helping** in **listing** room.
- Updated **employee** files, performed **inventory** and other projects.

QUALIFICATIONS:

- Excellent **work** ethic and **dedication** to **service**.
- Strong** **customer** service skills and **customer** **service**.
- Excellent** **time** management skills and **organization**.



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AI Bots – KEY WORDS

JOB OPENINGS

Customer Liaison.
DESCRIPTION: A **customer liaison** acts as a focal point for **customer problems, questions or concerns.** They coordinate with the proper company **personnel** to provide timely and accurate answers for the customers.

REQUIREMENTS: Handle **complaints.** Communicate **Telephonically** at times. Ability to **work nights and weekends.**

APPLY NOW!

MY RESUME

PROFESSIONAL EXPERIENCE:

- Customer Service**
 - Administrative
 - Training
 - Inventory
 - Challenging

SKILLS AND EXPERIENCE:

- Over 17 years of customer service and healthcare experience with excellent work history and recognition for superior work

Customer Service and Liaisons:

- Responsible for daily maintenance of a substance use/inch shop
- Proficient at scheduling, testing, billing and filing for a first-employee team
- Obtain supplies, completed inventory, and completed expense/disposal marketing updates to staff
- Handled walk-in, client requests, and completed bank deposits
- Care in my days off to prepare for computer walk through and to prepare staff on last days

Healthcare and Practice:

- Scheduled Nurses Aide, RN, LPN, L, and others
- Assisted in being of medical staff and initial training
- Managed EMR certification and trained staff on the day to day training
- Proficient Certified Nursing Assistant Ability
- Assisted with patient care, range of patient therapy, and helping in filing room
- Typed employee files, performed clerical duties and other projects

QUALIFICATIONS:

- Excellent work ethic and dedication to service
- Strong training, leadership skills and customer service
- Commitment to the completion of projects and deliverables

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MATCH RATE

All 10 more relevant skills included by AI. 17% your resume to increase your match rate to 100% on average.

36%

ATS FINDINGS

- RELEVANT FINDINGS: 10/10
- SKILLS MATCH: 10/10
- PREMIUM FORMAT CHECK: 10/10
- COVER LETTER CHECK: 10/10

ATS FINDINGS

- Skills and Keywords** ✗ You are missing 1 important high-value skill on your resume. We noticed Customer Service Representative experience in the job description 3 times and it is not on your resume. You are missing 1 other keyword and skills. Review your [writing skills](#) below.
- Job Title** ✗ Our database does not have experience with the provided job title in the job description and it is not found in your resume. We recommend listing the exact title of the job in which you're applying to your resume. This ensures you're found when a recruiter searches by job title. If you aren't finding good results, we can help you optimize your resume for the job description.
- Education** ✓ This job doesn't specify a preferred degree.
- Employment** ✗ Adding this job's company name and work address can help us provide you with more relevant job recommendations.


Jobscan

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AI Bots

RESUME KEY WORDS

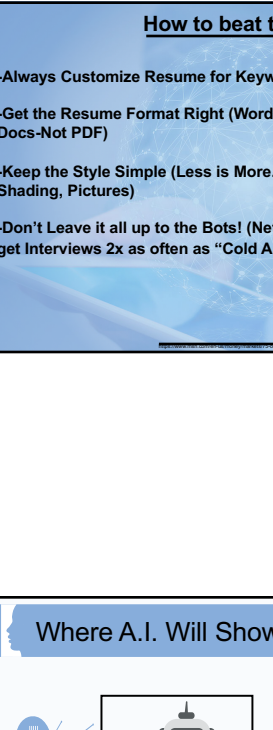
Customer Service- Customer Care - Client Services
 Account Manager - Account Executive-Account Representative
 Janitor - Maintenance - Custodian
 Recruiter - Staffing Manager - Talent Acquisition
 Receptionist - Administrative Assistant - Front Desk Clerk
 Help Desk -Tech Support - Help Line



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How to beat the Bots?

- Always Customize Resume for Keywords
- Get the Resume Format Right (Word Docs, Plain Text, Google Docs-Not PDF)
- Keep the Style Simple (Less is More. Few Lines, No Graphs, Shading, Pictures)
- Don't Leave it all up to the Bots! (Network! Referred Candidates get Interviews 2x as often as "Cold Applicants")




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AI Where A.I. Will Show Up in Job Search?




Bots



Chat Bots



Video Interviewing



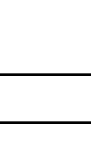
Text Interviews

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AI Chatbots

What Is a Recruitment Chatbot?

A chatbot is a type of bot that simulates and processes human conversation allowing humans to interact with digital devices as if they were communicating with a real person.
"Virtual Assistant"



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AI Chat Bots

“John, I’d like to set you up with a few skills assessments on Payroll, 10-key, and Accounts Payable. Would that be ok with you?”

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AI Engage With Chat Bots

CAREERS THAT CHANGE LIVES
Discovering paths, making a difference, and improving lives - every day.

SEARCH

MAKE YOUR OPPORTUNITIES
[VIEW OPPORTUNITIES]

CREATE AND MANAGE PROFESSIONAL PROFILE OPPORTUNITIES
[GO TO PROFILE]

CHANGE BEGINS WITH YOU
We look for bold ideas and fresh insights - that's what drives innovation. Come drive the future of healthcare with us.

[GET MORE CARERS INFO]

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Ways Chat Bots are helpful to job seekers

Cheesecake Factory: Using bi-lingual chatbot technology that guides candidates through the application process

Impact

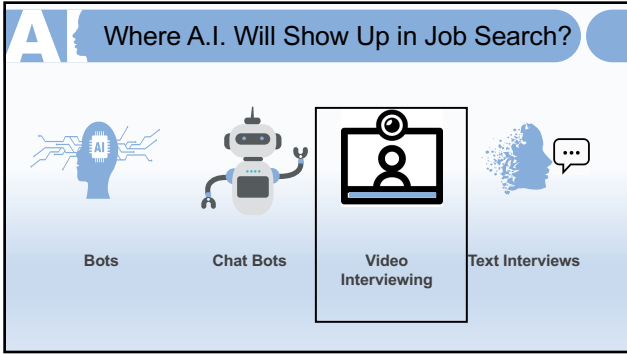
70%+	68%
APPLICATION COMPLETION RATE	CANDIDATE TO SCHEDULED INTERVIEW CONVERSION RATE

At McDonalds, Their Bots will follow up with applicants on their 18th birthday with an application if they tried applying to a job with them prior

“Silver Medalists” is a term that is being used to describe all the candidate that finished second in the interview process.

The #1 request from job seekers is “more communication.”

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AI Video Interviewing

- Mobile usage by job seekers in the U.S. is already very common.
- 58 percent of Glassdoor users today are looking for jobs on their phones.
- Mid-career workers (35-44 years old) are the most likely to job search on their phones.



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AI Video Interviewing

**2 AM TV Watcher
Too Dark**



Please tell me a little bit about yourself.

**After Softball Practice
Too Casual**



Please tell me a little bit about yourself.

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AI Video Interviewing

Best First Impression!



Why do you feel you are qualified for this job?

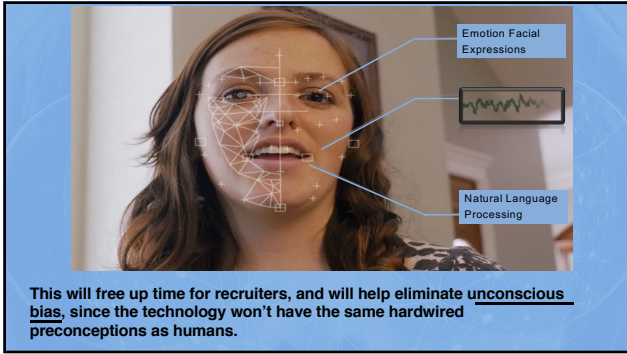
Please tell me a little bit about yourself.

Please tell me a little bit about yourself.

**Not Sure How to do This
Too Close**

**Just not Thinking
Too Messy**

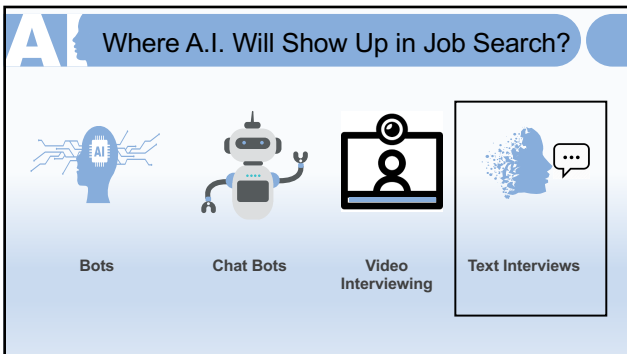
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AI Text Interviewing



What Is a Text Interview?

A text interview is a job interview that takes place via text or SMS. Many times text interviews will be with a live human, but in early stages of application may be a bot.




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AI Text Interviewing




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Candidates will need to get more comfortable with interacting with machines in their job search.

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How can Job Seekers Best Prepare for AI?




Get Comfortable with AI!
AI can help in a lot of ways, but only if you know how to maximize it's potential.




AI

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How can Job Seekers Best Prepare for AI?



Key Words
If the job description says "Accounts Payables" —Your resume can't just say "A.P."




AI

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How can Job Seekers Best Prepare for AI?




Increase Your Exposure
Bots are searching all over the internet. Help them find you by being in resume databases and building social media profiles.




AI

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How can Job Seekers Best Prepare for AI?




Allow Access
Don't keep your social media and resumes private.






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How can Job Seekers Best Prepare for AI?



Prepare for Video Interviewing and Chat Bots
Engage with Bots on your employment sites and don't underestimate the power of a good video interview!

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AI Is Here to Stay!

- 1) The hiring process has been breaking down for 20 years.
- 2) BOTS will ask you, not only about type of jobs, but culture, size and industry of company.
- 3) Studies show that humans are unconsciously biased even when we don't mean to be.
- 4) AI will continue to work even after candidates are hired to ensure they keep their hard-earned jobs and grow successful careers from them.

AI will keep communicating with candidates (silver medalists) suggest new training and how to get hired in future.



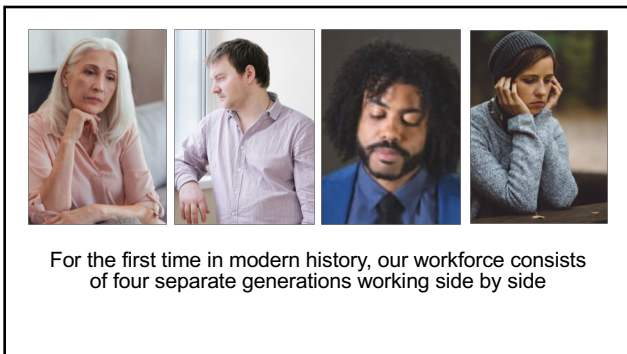
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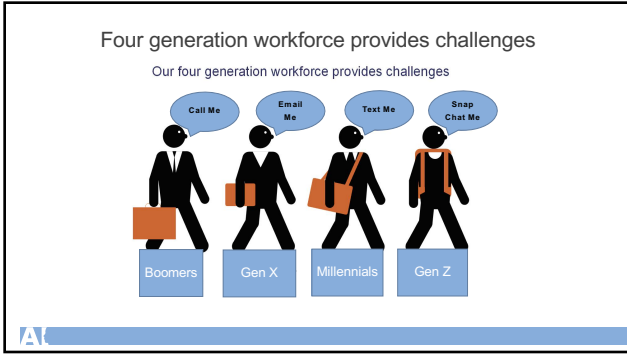
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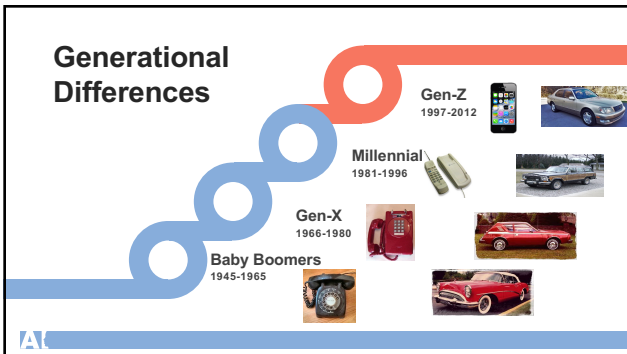
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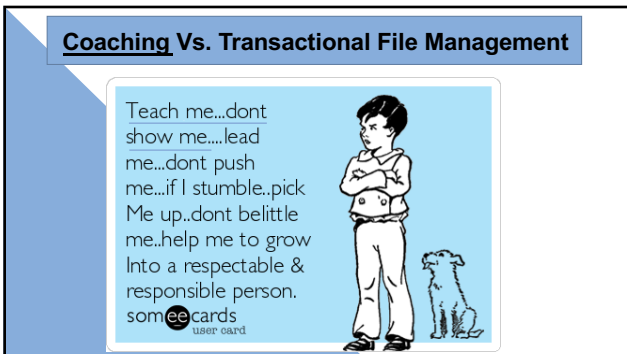
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