

# AI in HR - ~~Expect~~ Demand More

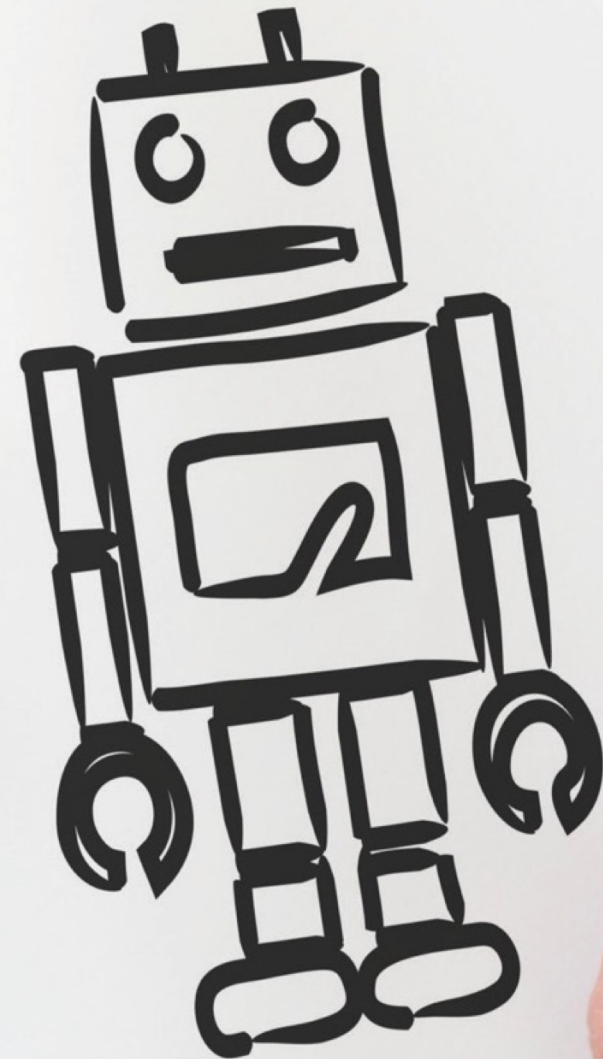
**Sofie Narinx** | Partner, Cognitive Process Transformation  
Leader Benelux  
IBM Services  
October 2020

**IBM Talent & Transformation**



# Agenda

1. Commercial AI, circa 2020
2. Digital Reinvention of HR
3. Implementing AI and exponential technologies for HR



# The Hype

**THE WALL STREET JOURNAL**

Artificial Intelligence Goes Mainstream

**The Washington Post**

Artificial intelligence is transforming social media

**WIRED**

How AI is disrupting the traditional bricks and mortar pharmacies

**ComputerWeekly.com**

How AI is disrupting the role of call centres and call centre staff

**TheStreet**

How Artificial Intelligence Is Disrupting the ETF Industry

**THE GLOBE AND MAIL**

How artificial intelligence is transforming the recruitment process

**Forbes**

How AI Is Revolutionizing Digital Marketing

**Entrepreneur**

Five Ways Artificial Intelligence Is Disrupting Asset Management

**Mother Jones**

What Will Happen When Machines Write Songs Just as Well as Your Favorite Musician?

**Harvard Business Review**

Using AI to Make Knowledge Workers More Effective

**BBC**

How artificial intelligence is transforming tennis

**The Guardian**

Artificial intelligence will be net UK jobs creator, finds report

**computing**

How artificial intelligence is disrupting cyber crime

**FINTECH FUTURES**

Five ways AI is disrupting financial services

# The Reality

Noted. What team are you looking to join?  
1. Front of House Hourly Staff (5 jobs)  
2. Kitchen Hourly Staff (3 jobs)  
Choose only one option

waiter

Uh oh! I didn't quite follow.  
Choose only one option

I want to be a waiter

Let's try this again.  
To help me - Choose only one option

what's front of house?

Let me look into that and get back to you.  
Does that sound good? Reply with Y or N

Read at 9:20:50 AM

Type your message here



# What is Artificial Intelligence?

“The capability of a machine to imitate intelligent human behavior.”

*Market Belief*

“The modeling of complex patterns to statistically predict outcomes”

*Current State*

# Commercial AI

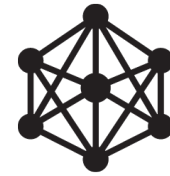
Natural Language  
Processing



Image and Video  
Analysis



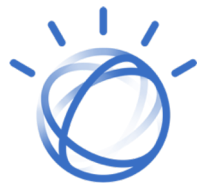
Machine  
Learning



# Digital Reinvention of HR



Engaging  
Interactions

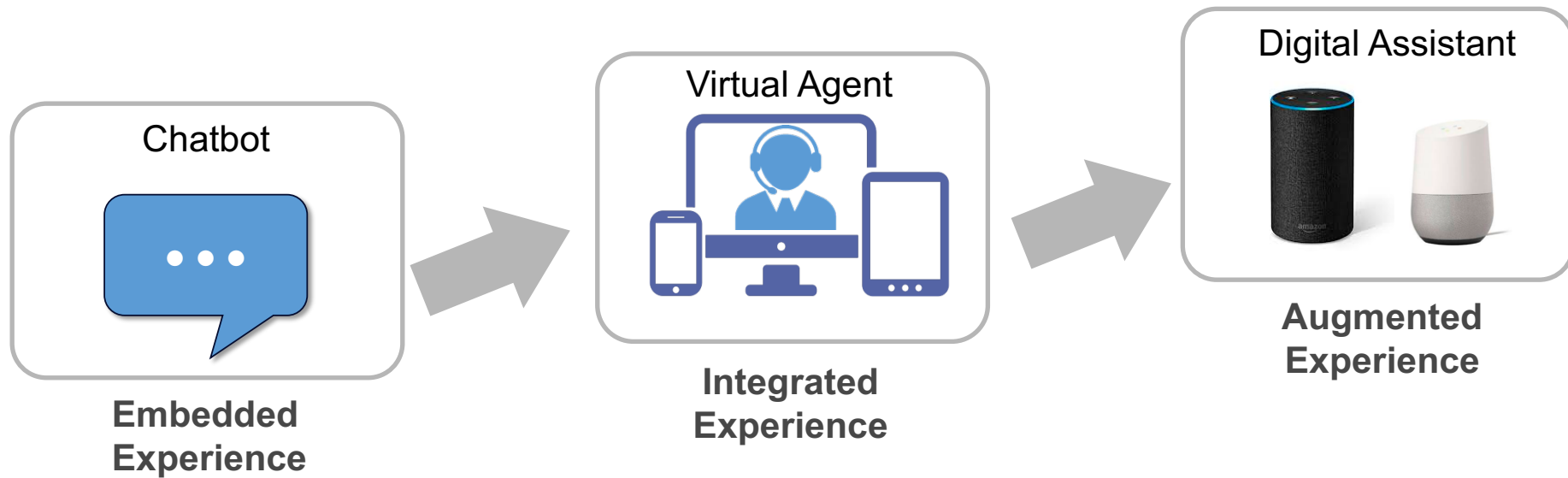


Intelligent  
Decision Support



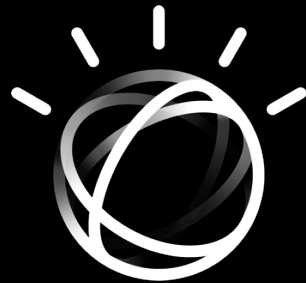
Deep Workforce  
Insights

# The Evolution of Conversational Solutions



# Intelligent Decision Support

Providing relevant and useful insight to make more informed and effective decisions.



- Job recommendations
- Candidate assessment
- Benefits selection
- Compensation guidance

















# Candidate Assessment

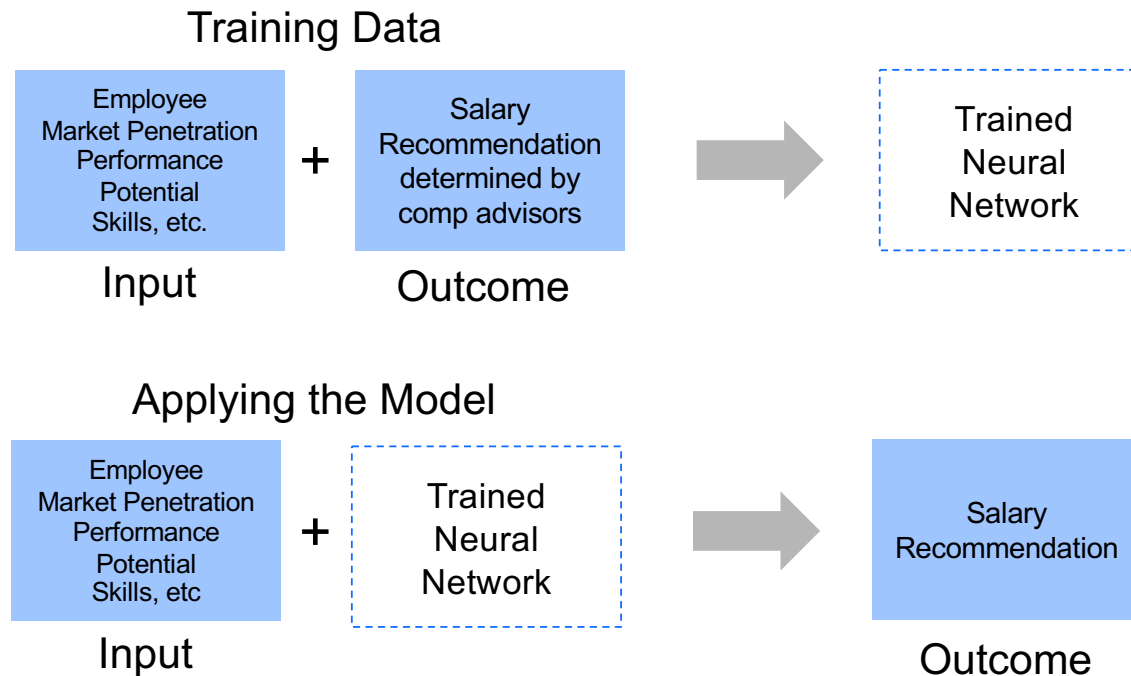
1. Analyze candidate profiles
2. Match to job requirements
3. Score candidates

What's wrong with this picture?

Showing 340 candidates [Select all](#)

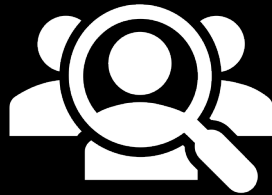
<input type="checkbox"/>	 81	<b>Kyle Campbell</b> 
		Finance, 3.3 · University of Texas, 2015
<input type="checkbox"/>	 73	<b>Sam Smith</b> 
		Psychology, 3.8 · University of Washington, 2016
<input type="checkbox"/>	 72	<b>Christine Weber</b> 
		Psychology, 3.8 · University of Washington, 2016
<input type="checkbox"/>	 65	<b>Kevin Gibson</b> 
		Finance, 3.4 · Idaho State University, 2015
<input type="checkbox"/>	 53	<b>Jane Stevenson</b> 
		History, 3.2 · Vassar, 2016
<input type="checkbox"/>	 52	<b>Ruth Washington</b> 
		Computer Science · Stanford University, 2016
<input type="checkbox"/>	 38	<b>Jennifer Gardner</b> 
		Economics, 3.8 · University of North Dakota, 2016

# Custom Machine Learning for Compensation Guidance



# Deep Workforce Insights

Surfacing unique attributes  
that allow you to manage your  
workforce more effectively



- Predictive attrition
- Real-time Engagement
- Personalized Coaching
- Expertise Inference

# Predictive Attrition

1 Predictive Modeling

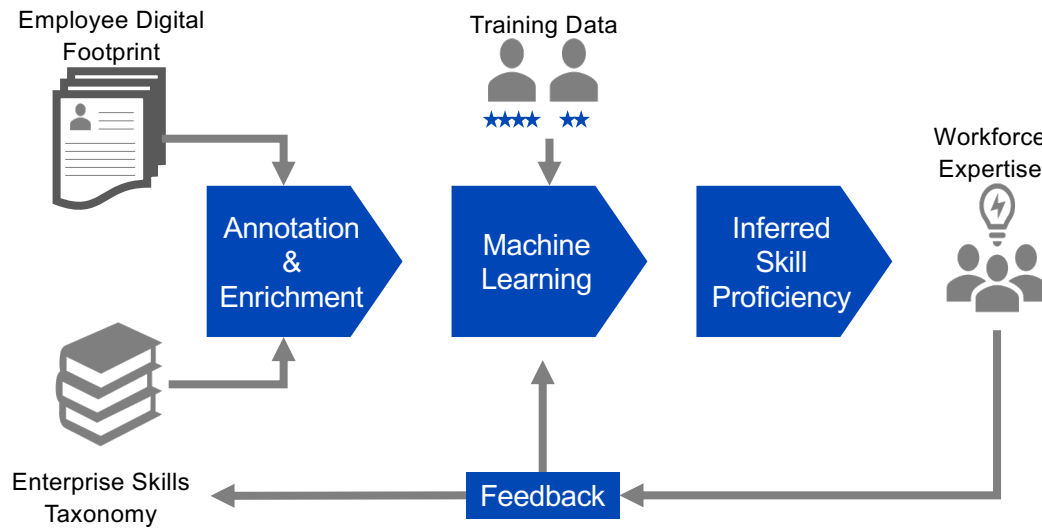
2 Individual Propensity to Leave

3 Proactive Intervention

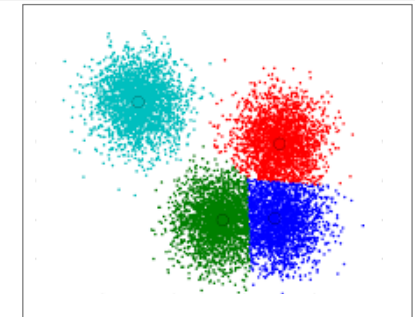
## Drivers of Attrition



# Expertise Inference



JRSS Name	Expertise Level Chart
Project Manager: Infrastructure Services	
People Manager: Infrastructure Services Delivery	
Systems Administrator: Windows	
Systems Administrator: UNIX Operating Systems AX	
Customer Service Representative: Service Desk Delivery Level 1	
Service Availability Manager: Infrastructure Services-Availability Management	
Delivery Project Executive: Service Management	
Security Delivery Specialist: Logical Identity & Access Management	
Computer Operator: Distributed Console Operations	
Systems Administrator: UNIX Operating Systems LINUX	



# Implementing AI and exponential technologies for HR

