

Enhancing Recruitment Efficiency: The Role of AI and NLP at OTG Management



Source: pixabay (2021)

Background

Based in the United States, OTG Management operates over 350 restaurants and retail stores in 11 airports across America and Canada (OTG Management, n.d.). Having faced continuous recruitment challenges since the rebound of air travel, the group has focused on automating its recruitment process (HR Brew, 2024).

In 2023, the company incorporated Dayforce Recruitment software to help identify top candidates using pre-screening questions and AI-assisted candidate scoring (Dayforce, n.d.). Depending on the position applied for, the software's AI-powered chatbot asks structured interview questions and offers guidance for candidates to record their video answers, which are then rated by the AI (HRD, 2024). Developers state that the AI does not judge how a candidate performs in the interview; rather, it systematically analyzes the candidate's answers and generates a score, thus eliminating human bias and facilitating consistent judgment in high-volume recruiting (HRD, 2024).

While short-listed candidates from the pre-screening stage are asked to upload their resumes, the software's automated resume review feature helps HR professionals narrow down the pool even further (CloudApper, 2024). Supported by Natural Language Processing (NLP) algorithms, the AI can interpret the context of resume contents and match the candidate's skills, relevant experiences, and educational qualifications with the job requirements (CloudApper, 2024).

Developers believe that sorting through piles of job applications impedes recruiters' ability to engage with and evaluate candidates effectively (HR Brew, 2024). Therefore, using AI screening to identify top candidates not only reduces the time recruiters spend on repetitive administrative tasks, but also allows them to spend more time on phone or in-person conversations with each candidate (HR Brew, 2024). This encourages relationship building and helps recruiters get to know candidates better, resulting in improved accuracy and efficiency in talent search.

Challenges

Although AI recruitment software has been statistically proven to enhance recruitment efficiency, there are a few challenges that remain to be addressed. The pre-screening AI chatbot solely considers the quality of answers, but neglects crucial elements of an interview such as tone and physical gestures, which can reflect the sincerity, attitude, and mentality of a candidate. Additionally, since NLP technology relies on continuous data mining to achieve machine learning, the system may not be able to comprehend new data when it is presented, which may result in resumes from ideal candidates being overlooked by the screening system.

Discussion Questions

1. How can OTG Management address the challenges associated with AI recruitment?
2. Given the limitations of NLP technology, what can companies do to avoid overlooking ideal candidates?
3. What challenges might arise when integrating AI recruitment tools with existing HR systems?
4. With AI handling many administrative tasks, how might the role of human recruiters change? Which skills will become increasingly important for HR professionals to develop in an AI-enhanced recruitment landscape?
5. In what ways do you think AI will continue to evolve in the recruitment process? What emerging technologies or trends could further transform how companies hire?

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Keywords

- Artificial Intelligence (AI)
- Human Resource Management (HRM)
- AI Recruitment
- Natural Language Processing (NLP)
- Candidate Screening
- Talent Acquisition
- Hospitality and tourism industry

提升招聘效率：AI 与 NLP 在 OTG 管理公司中的作用



Source: pixabay (2021)

背景

OTG 管理公司总部位于美国，在美洲和加拿大的 11 个机场运营着超过 350 家餐厅和零售店（OTG Management, n.d.）。自航空旅行复苏以来，集团持续面临招聘挑战，因此一直致力于使其招聘流程自动化（HR Brew, 2024）。

2023 年，该公司引入了 Dayforce 招聘软件，通过预筛选问题和 AI 辅助的候选人评分来帮助识别顶尖人选（Dayforce, n.d.）。根据所申请的职位，该软件由 AI 驱动的聊天机器人会询问结构化的面试问题，并指导候选人录制视频回答，随后由 AI 对这些回答进行评分（HRD,2024）。开发者指出，AI 并非评判候选人在面试中的表现，而是系统性地分析候选人的答案并生成分数，从而消除人为偏见，并在大规模招聘中促进评判的一致性（HRD,2024）。

通过预筛选阶段的候选人被要求上传简历后，该软件的自动化简历审查功能可进一步帮助人力资源专员缩小候选人范围（CloudApper,2024）。在自然语言处理算法的支持下，AI 能够解读简历内容的语境，并将候选人的技能、相关经验和学历资质与职位要求进行匹配（CloudApper,2024）。

开发者认为，筛选大量的工作申请会妨碍招聘人员有效接洽和评估候选人的能力（HR Brew,2024）。因此，使用 AI 筛选来识别顶尖候选人，不仅减少了招聘人员花费在重复性行政任务上的时间，还使他们能够投入更多时间与每位候选人进行电话或

面对面交流 (HR Brew,2024) 。这有助于建立关系, 让招聘人员更好地了解候选人, 从而提高了人才搜寻的准确性和效率。

挑战

尽管统计数据显示 AI 招聘软件能提升招聘效率, 但仍有一些挑战有待解决。预筛选阶段的 AI 聊天机器人仅考虑答案的质量, 而忽略了面试中的关键要素, 如语气和肢体动作, 这些要素能反映候选人的诚意、态度和心理状态。此外, 由于自然语言处理技术依赖持续的数据挖掘来实现机器学习, 当出现新数据时, 系统可能无法理解, 这可能导致理想的候选人简历被筛选系统忽略。

讨论问题

1. OTG 管理公司可以如何应对与 AI 招聘相关的挑战?
2. 考虑到自然语言处理技术的局限性, 公司可以采取哪些措施来避免忽略理想的候选人?
3. 将 AI 招聘工具与现有人力资源系统整合时, 可能会出现哪些挑战?
4. 随着 AI 处理许多行政任务, 人类招聘人员的角色可能发生怎样的变化? 在 AI 增强的招聘环境中, 哪些技能对人力资源专业人士来说将变得越来越重要?
5. 您认为 AI 在招聘过程中将继续以哪些方式演进? 哪些新兴技术或趋势可能进一步改变公司的招聘方式?

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关键词

- 人工智能
- 人力资源管理
- AI 招聘
- 自然语言处理
- 候选人筛选
- 人才获取
- 酒店与旅游业

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OTG 管理公司總部位於美國，在美洲和加拿大的 11 個機場營運著超過 350 家餐廳和零售店（OTG Management, n.d.）。自航空旅行復甦以來，集團持續面臨招聘挑戰，因此一直致力於使其招聘流程自動化（HR Brew,2024）。

2023 年，該公司引入了 Dayforce 招聘軟體，透過預篩選問題和 AI 輔助的候選人評分來幫助識別頂尖人選（Dayforce, n.d.）。根據所申請的職位，該軟體由 AI 驅動的聊天機器人會詢問結構化的面試問題，並指導候選人錄製影片回答，隨後由 AI 對這些回答進行評分（HRD,2024）。開發者指出，AI 並非評判候選人在面試中的表現，而是系統性地分析候選人的答案並生成分數，從而消除人為偏見，並在大規模招聘中促進評判的一致性（HRD,2024）。

通過預篩選階段的候選人被要求上傳履歷後，該軟體的自動化履歷審查功能可進一步幫助人力資源專員縮小候選人範圍（CloudApper,2024）。在自然語言處理演算法的支持下，AI 能夠解讀履歷內容的語境，並將候選人的技能、相關經驗和學歷資質與職位要求進行匹配（CloudApper,2024）。

開發者認為，篩選大量的工作申請會妨礙招聘人員有效接洽和評估候選人的能力（HR Brew, 2024）。因此，使用 AI 篩選來識別頂尖候選人，不僅減少了招聘人員花費在重複性行政任務上的時間，還使他們能夠投入更多時間與每位候選人進行電話或

面對面交流 (HR Brew,2024) 。這有助於建立關係，讓招聘人員更好地了解候選人，從而提高了人才搜尋的準確性和效率。

挑戰

儘管統計數據顯示 AI 招聘軟體能提升招聘效率，但仍有一些挑戰有待解決。預篩選階段的 AI 聊天機器人僅考慮答案的質量，而忽略了面試中的關鍵要素，如語氣和肢體動作，這些要素能反映候選人的誠意、態度和心理狀態。此外，由於自然語言處理技術依賴持續的數據挖掘來實現機器學習，當出現新數據時，系統可能無法理解，這可能導致理想的候選人履歷被篩選系統忽略。

討論問題

1. OTG 管理公司可以如何應對與 AI 招聘相關的挑戰？
2. 考慮到自然語言處理技術的局限性，公司可以採取哪些措施來避免忽略理想的候選人？
3. 將 AI 招聘工具與現有人力資源系統整合時，可能會出現哪些挑戰？
4. 隨著 AI 處理許多行政任務，人類招聘人員的角色可能發生怎樣的變化？在 AI 增強的招聘環境中，哪些技能對人力資源專業人士來說將變得越來越重要？
5. 您認為 AI 在招聘過程中將繼續以哪些方式演進？哪些新興技術或趨勢可能進一步改變公司的招聘方式？

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關鍵詞

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- 候選人篩選
- 人才獲取
- 酒店與旅遊業