

## **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?

## **References**

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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