



News to Know

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How Will (and Won't) Artificial Intelligence and Robotics Change Staffing?

By [Meg Greenhill](#), *Monster.com*

[Moore's Law](#) describes the historical trend of digital electronic capacity and speed doubling every two years. In June, Chase T. Wilson, Vice President of Product Innovation at Monster.com, led a webinar for GSA members that examined how these technological shifts, especially in Artificial Intelligence (AI), will impact the staffing industry. The webinar is available any time to GSA members through the [Members Only](#) section of the GSA website.

Wilson said there's no question that AI will have a significant impact on our industry and the workforce in general. He cited an Oxford University study that estimates that 47% of jobs will be affected by automation in the coming 20 years, increasing profits for businesses but not necessarily increasing wages for workers. AI will likely affect any job with predictable or repetitive tasks (e.g., office/clerical, data entry, assembly lines). Jobs/roles that rely on logic, creativity, empathy, or critical thinking are less likely to be affected by AI (e.g., therapy, sales, engineering, jobs that don't exist yet*). He cautioned that AI is not immune from bias or flaws since it is only as good as the data it is drawing from.

Wilson said that AI also will create opportunities for the staffing industry. AI will provide better, more accurate filtering and searching capabilities for candidates and better matches based on a company's historical hiring. Scheduling interviews and other administrative tasks could be handled by bots, as well as scripted communication through "chat bots" on websites. He described a contest in which staffing professionals competed to see who could source candidates the fastest. The first-place winner found all 10 candidates in 26 hours. Their results were then compared with an AI program that found eight of the 10 candidates in 3.8 seconds.

The challenge for the staffing industry will be to embrace the efficiencies AI offers while increasing our focus on areas AI can't affect, such as branding and creativity, interpersonal interactions with clients and candidates, developing our cultural/behavioral/work atmosphere, and helping to reskill workers for the new opportunities in the 21st century. Wilson advocates for planning for AI and finding ways to leverage it along with each firm's unique attributes. He said being different will continue to be the key to attracting and retaining candidates and clients.

**60% of today's children will have a job that doesn't exist yet*