



Talent Acquisition Toolkit

Unlocking the Power of Talent CRM

What's the benefit of AI and automation in a Talent CRM Strategy?

Part 2



Welcome back

In the first part of this series, *Unlocking the Power of Talent CRM Part 1*, we discussed the benefits and strategies of using a Talent CRM platform to engage with past, present and someday talent quickly and continuously. Engaging with talent through personalized journeys not only keeps talent informed of what's going on with your organization, but it also raises awareness around hiring opportunities.

In Part 2, we explore different methods to incorporate AI and automation into your candidate nurture and engagement strategy, with real-world examples from some of our GR8 customers. A Talent CRM strategy that includes AI and automation empowers HR leaders and practitioners to transform how they engage with talent, creating a more human-centered approach to talent acquisition.



The Rise of AI and Automation in Recruiting

Many talent acquisition teams are running leaner and are being tasked to 'do more with less'. They've found the strategic application of recruiting automation and AI to an organization's process is essential to move forward. From delivering a timely and engaging candidate experience, to capturing insightful data and minimizing manual work, the smart use of recruiting automation across the hiring lifecycle presents tremendous advantages and much needed assistance to Talent Acquisition teams.



What does AI and Automation offer recruiters?



Quite simply, automation and AI drive time-savings, enhance efficiency, and increase productivity. The largest transformation has been with the automation of manual processes, freeing up recruiters to focus on more high value tasks. Enterprise Talent Acquisition teams can introduce AI and automation in incremental steps, often starting with candidate sourcing and screening, workflow optimization, and candidate communications.



“In today’s tight job market where competition for top talent is fierce, the power of AI and automation in a Talent CRM cannot be overstated. Recruiting professionals can leverage technology to their advantage, streamlining processes and reclaiming valuable time once consumed by manual tasks—time that can now be used to create meaningful connections with talent.”

Jayne Kettles, CPO, GR8 People

The Value of AI and Automation in a Talent CRM



AI and automation offer significant value to Talent CRM users for several reasons. The combination of these powerful tools alleviates the time-intensive task of candidate sourcing, which can consume up to 55% of a recruiters' time. By automating the process of sifting through candidate profiles and leveraging ai-powered talent matching, recruiters can focus their efforts on higher-value activities.

In addition to sourcing, AI and automation bring immense value by enabling recruiters to handle large talent pools effectively, with minimal interaction. Automation allows recruiters to employ high-touch automated nurture campaigns, using intelligent workflows to understand who qualifies in, or out, of a campaign. This level of personalization ensures a relevant experience for the candidate. At the same time, AI matches talent in those pools to open jobs, automatically notifying leads of new opportunities. The result? Qualified, interested and available talent at the ready.



Real talk with real case studies

<p>01. Doing more with less.</p> <p>Customer: Global Investment Management Organization with 7,500 employees</p>	<p>02. Cultivating ex-employees.</p> <p>Customer: 175-year-old manufacturer of and tools and storage products</p>	<p>03. AI candidate matching.</p> <p>Customer: Leading Healthcare Technology Management Organization</p>
<p>Goal: Drive more talent with automated campaigns</p> <ul style="list-style-type: none">▪ This organization created an automated email campaign to 10,000 targeted leads, inviting them to a special function at a conference, resulting in 25% click rate and 2,500 registrants for the event. An email cadence then kept them engaged until the day of the event.▪ Following the event – the company ran an automated email campaign to 5,400 attendees from the event; the result being 3,500 views and a 5% click rate.	<p>Goal: Engage alumni networks</p> <ul style="list-style-type: none">▪ This inventive organization saw the possibility of alumni networks. They created an automated email campaign to boomerang employees and alumni, knowing ex-employees can be a treasure trove of brand ambassadors, potential referrals and top-notch rehires.▪ Campaign was sent to 4,000 alumni/boomerang employees which resulted in 25% engagement, numerous referrals and several rehires.	<p>Goal: Targeted campaigns to AI matched talent</p> <ul style="list-style-type: none">▪ This healthcare leader used their CRM's AI candidate matching feature to recommend high level performers to receive a targeted newsletter sharing the exciting things happening at the company, including current openings they were looking to fill.▪ The result: 71% view rate, numerous referrals and completed applications.

The GR8 CRM to Make it All Happen

In a world where recruitment is becoming increasingly competitive, utilizing an AI-Enabled Talent CRM gives valuable time back to recruiters. By automating time-consuming tasks, recruiters can focus on building relationships, engaging with candidates, and ultimately making better hiring decisions. Leveraging technology in recruitment processes not only enhances efficiency but also improves the candidate experience, leading to a more successful and satisfying hiring process for both recruiters and candidates.

AI and Automated Sourcing

GR8 People CRM leverages advanced artificial intelligence and machine learning algorithms to automate candidate sourcing. Through customizable search filters and intelligent algorithms, the GR8 People CRM helps recruiters quickly generate a curated list of qualified candidates. This automation not only saves countless hours previously spent on manual searches but also ensures recruiters have access to a broader talent pool.

Personalized and Automated Drip Campaigns

GR8 People CRM goes beyond basic email marketing by offering personalized and automated drip campaigns. Recruiters can create custom campaign workflows tailored to specific candidate segments, stages of the hiring process, or job requisitions. These campaigns allow for targeted and relevant communication, improving candidate engagement and nurturing.

Automated and AI-Enhanced Video Campaigns

GR8 People CRM integrates video and AI-enhanced audio features into automated campaigns, recruiters can create a seamless and engaging candidate experience, nurture their talent pools, and drive higher levels of candidate engagement. The simplicity and time efficiency of setting up and managing these campaigns, coupled with the power of video storytelling, empower recruiters to attract and retain top talent.

Automated Candidate Alerts and Communication

The GR8 People CRM includes intelligent automation that delivers targeted messages to engaged leads notifying high-potential talent of a match with an invitation to apply. Templates can be structured to accommodate personalization, while job digest-style communications allow organizations to automate the process of staying in touch with candidates until they are ready to apply.

Workflow Automation

GR8 People CRM takes automation a step further by offering the most advanced workflow automation features. Recruiters can define rules and triggers that automate various stages of the recruitment process. For example, when a candidate reaches a specific milestone, such as completing an assessment, the system can automatically trigger the next step, such as an invitation to self-schedule a phone call.

Time-Saving Benefits

GR8 People CRM offers several significant time-saving benefits to recruiters:

- **Increased Efficiency:**

Automating candidate sourcing and communication eliminates the need for manual and repetitive tasks, freeing up recruiters' time to focus on high-value activities, such as building relationships and conducting interviews.

- **Improved Candidate Engagement:**

Drip campaigns ensure that candidates receive timely and relevant updates, maintaining their interest and engagement throughout the recruitment process. This consistent communication helps build trust and encourages candidates to remain interested in the opportunity.

- **Enhanced Personalization:**

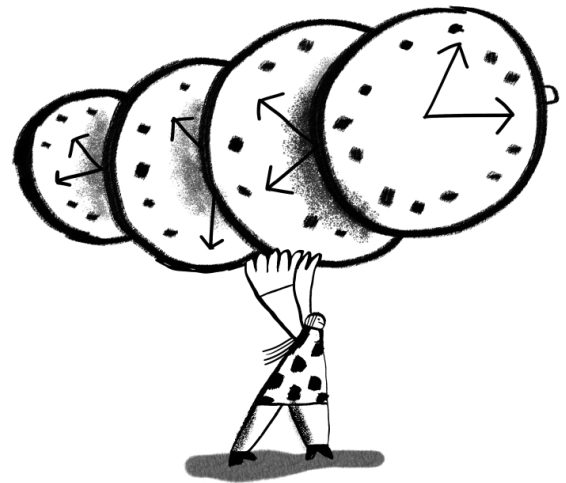
Automated sourcing tools and drip campaigns allow recruiters to personalize their communication based on individual candidate preferences and previous interactions. This personal touch enhances the candidate experience, making them feel valued and appreciated.

- **Expanded Reach:**

With automated sourcing, recruiters can cast a wider net and reach a larger pool of potential candidates. This broader reach increases the chances of finding qualified candidates and reduces the risk of overlooking top talent.

- **Data-Driven Decision Making:**

Automation provides recruiters with access to valuable data and analytics, enabling them to track the effectiveness of their sourcing strategies and drip campaigns. These insights can inform future decisions and help recruiters refine their approach to achieve better results.





Ready to see for yourself?

[Request demo](#)

Request a demo to see The Everyone Platform™ in action – and find out how it can help you do your job better and faster.

Only GR8 People accelerates the flow of recruiting, because we've built the most powerful workflow in the market.