

Is your TA Tech working for or against your DEI strategy?

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Is your TA Tech

- Tech Challenge | Virtue Signaling
- Tech Challenge | Removing Barriers
- Tech Challenge | Choice Architecture
- Q&A

The Tech Challenge

Virtue Signaling

THE COMMON PROBLEM

Company X new career page has an embedded chatbot out of the box with basic configurations. The bot feels sterile and serves little purpose

THE DATA

- Attempts at a chatbot expressing sympathy are perceived as “unbelievable”
- Majority of human persona chatbots present at white females reinforcing stereotypes of a women’s role in the workforce
- Human persona chatbots establish an expectation that the chatbot will have advanced abilities to communicate.



The Tech Opportunity

Virtue Signaling

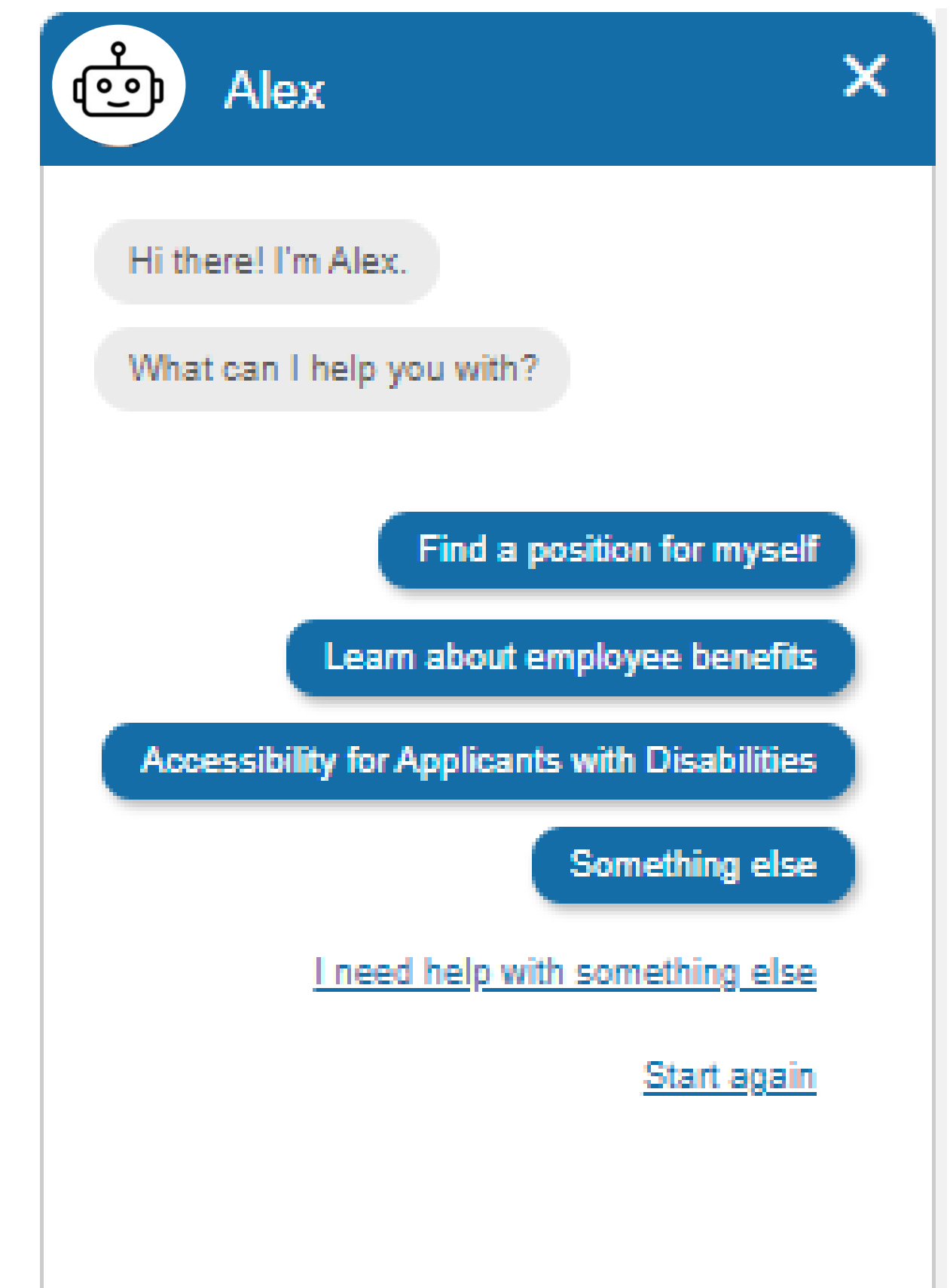
THE UNCOMMON SOLUTION

Don't overly humanize your chatbot.

Instead lean into your bot's strengths to support candidates in their needs while prompting relevant information aligned to your DEI culture as an organization

POSSIBLE APPLICATION

- Non-binary persona
- Design to the strengths of your Chatbot
- Diversity relevant prompts
- Don't utilize out of the box
- Consider cultural nuances



The Tech Problem

Removing Barriers

THE COMMON PROBLEM

Company X is investing in diversity job boards, but candidate rates remain low in volume and diverse representation

THE DATA

- Diverse communities are more likely to be smartphone dependent for reliable internet
- Diverse communities are less likely to have at home access to a computer/laptop
- Diverse candidates without direct ties into an organization, that received little-no process communication are more likely to self-select out of recruitment processes than other populations

THE CASE STUDY

- 17+ Minute Application Process
- **93%** diverse candidate drop out rate during initial application phase
- Higher mobile device view rates aligned to diversity job boards

The Tech Opportunity

Diversity Detractors

THE UNCOMMON SOLUTION

Think like a candidate.

Test your current process on multiple devices, operating systems and from various job boards. Review your currently configured process and your ATS Implementation Guide to identify both the quick and complex opportunities

THE INTERVENTIONS

- ✓ Remove registration requirement
- ✓ Implement profile parsing options
- ✓ Eliminated unnecessary required questions & data
- ✓ Candidate application stage visibility
- ✓ Mobile Quick Apply technology

THE OUTCOMES

- 3 minute average application time
- 25% candidate drop out rate
- Consistent applicant drop out rate between demographic populations

The Tech Problem

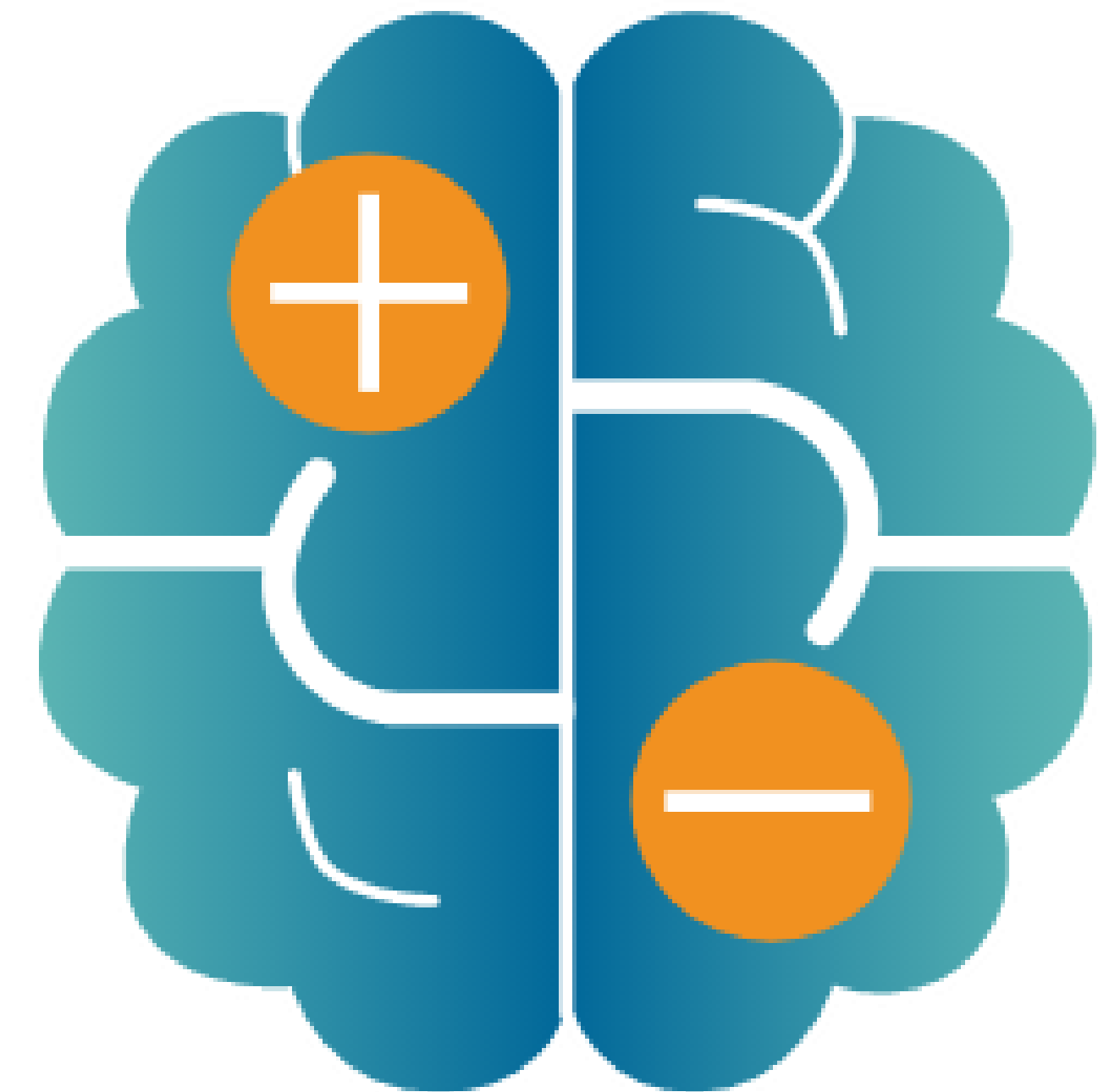
Choice Architecture

THE COMMON PROBLEM

Company X has discovered that diverse candidates aren't moving through the recruitment funnel at equitable rates. Company X is concerned that unconscious bias is responsible, despite organizational efforts to grow employee competency for Diversity, Equity & Inclusion.

THE RESEARCH

- When similarly qualified candidates from diverse backgrounds apply for jobs, decision makers gravitate towards candidates that “fit” stereotypes of the role
- When presented with racially/ethnically diverse presenting names, people respond less frequently and with lower quality of responses

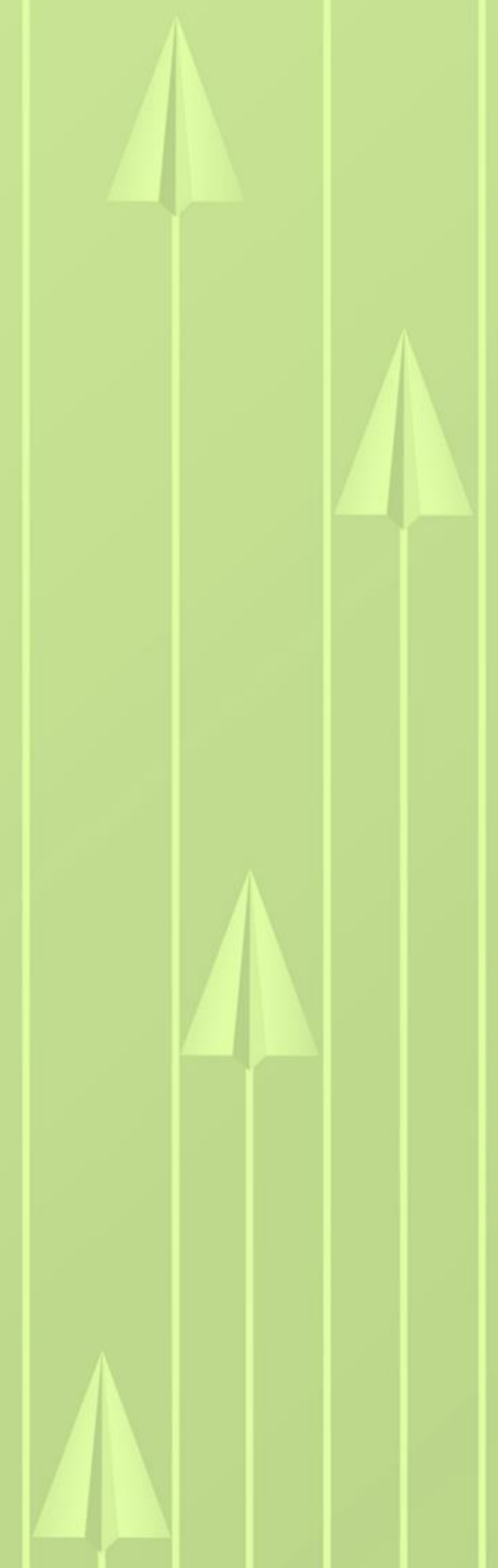


The Tech Opportunity

Choice Architecture

THE UNCOMMON SOLUTION: Bias + choice architecture (nudging)

DEFAULT BIAS	PARTITION DEPENDENCE & URGENCY BIAS	PRIMACY & RECENCY BIAS
<p>Default Bias When presented with a preselected response, majority of users will opt not to change the response</p>	<p>Partition Dependence Bias When presented with grouped options, people demonstrate a predisposition for selecting from each group</p> <p>Urgency Bias Hiring Managers commonly review and make decisions more quickly in the beginning of the process</p>	<p>Primacy Bias People are most likely to remember what they learn first with positive trait recall of information</p> <p>Recency Bias The last information received will be most top of mind</p>
<p>Possible Application Candidate attraction</p> <ul style="list-style-type: none"> Automated job board selections CRM marketing filter defaults <p>Resume screening</p> <ul style="list-style-type: none"> ATS configured candidate ordering 	<p>Possible Application Resume screening</p> <ul style="list-style-type: none"> ATS configured grouping/ordering <p>Hiring Manager review</p> <ul style="list-style-type: none"> Timed release of resume groups 	<p>Possible Application Interview scheduling</p> <ul style="list-style-type: none"> Auto-schedule configurations <p>Post Interview Feedback</p> <ul style="list-style-type: none"> Embedded post interview feedback



Thank You.
Any Questions?