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New AI trends in Human Resources to optimize processes

AI, as a technological support tool, influences various human resource management processes, optimizing high-volume and repetitive activities by reducing time and risk. This has a positive impact on operating costs and greater certainty in decision-making.

So, let's briefly review the following aspects:

1. Generative AI in talent selection

Generative AI is revolutionizing recruitment by:

- Creating messages and job postings optimized to attract candidates.
- Writing assessments and job descriptions based on key competencies.
- Producing automated and personalized feedback after each stage of the process.

These capabilities transform communication between employer and candidate, accelerating decision-making and improving the experience for both.

2. Intelligent automation of administrative tasks

By delegating low-value functions to AI systems, HR teams can: They can focus on strategic activities:

- Automatic screening of resumes using matching algorithms.
- Scheduling and managing interviews without manual intervention.
- Generation of payroll, absence, and leave reports with real-time updates.

This digitalization reduces response times and minimizes human errors in critical processes.

3. Focus on employee well-being and experience

AI personalizes well-being and engagement programs by:

- Monitoring stress and satisfaction indicators through sentiment analysis.
- Suggesting career development paths and adaptive training.
- Configuring benefit plans tailored to individual needs.

By prioritizing the employee experience, employee engagement is fostered, and internal turnover is reduced.

4. AI-powered diversity and inclusion

Advanced AI models contribute to a more equitable environment:

- Data anonymization during screening stages to avoid unconscious bias.
- Detection of gender and origin gaps in the organizational structure.
- Recommending candidates based on skills and potential, not demographic profiles.

These practices reinforce diversity policies and ensure a fairer and more transparent recruitment process.

Table 1

Comparison of Traditional Processes vs. AI

Process	Traditional Method	With AI
Resume screening	Manual reading and basic classification	Automatic matching with deep learning
Interview scheduling	Coordination by email and phone calls	Synchronized chatbots and calendar
Administrative reports	Manual spreadsheet preparation	Dynamic dashboards with real-time updates
Candidate feedback	Manual and generic mailing	AI-generated personalized messages

Table 2

Some companies that use AI in human resource management

Empresa	Procesos
Avature	The usa talent management platform uses AI to automate resume data extraction, improve candidate matching, and increase application completion rates.
Microsoft	Use tools like Viva Insights and its Workplace Trends reports, and integrate digital agents that analyze organizational climate, wellness suggestions, and collaboration patterns.
Unilever	Use the HireVue solution, based on generative AI and video analytics, to assess candidate competencies in the early stages of recruitment.
IBM	Use Watson Talents Insights to automate internal skills analysis, predict talent gaps, and personalize career paths.
Vodafone	Employ virtual recruiting assistants who conduct pre-screenings and recommend internal opportunities to your employees.
Hilton	It incorporated intelligent chatbots that manage interview scheduling and answer frequently asked questions from applicants.
Schneider Electric	It uses AI in its onboarding process to design adaptive training based on each employee's profile.

The integration of AI into HR not only streamlines processes but also enhances analytical capabilities and humanizes every interaction with talent. Embracing

these trends ensures that HR teams become strategic business allies, focused on comprehensive development and constant innovation.