

# Automating Crewing/HR Processes using **Business Automation & AI** in a high-tech company with many specialists

Elias Stavropoulos  
*IBM Technology Partner Architect*



# Driving Corporate Excellence

C-level executives focus continues to be:

- *Productivity boost*
- *Revenue growth*
- *Employee & customer satisfaction*

**Gartner**<sup>®</sup>

*"By 2024, organizations will lower operational costs by 30% by combining hyper-automation technologies with redesigned operational processes."*

*"Gartner Survey Reveals 80% of Executives Think Automation Can Be Applied to Any Business Decision"*

# The digital journey for boosting productivity and growth...

A top strategic initiative for every company since 2018

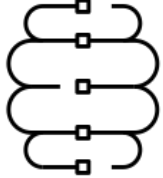


## Digitize and automate work

Make your business more **efficient** and **ready to respond** to change

- Automate manual tasks
- Digitize content
- Eliminate paper
- Automate decisions
- Manage workflows

A top strategic technology trend for 2021



## Apply intelligence

Create intelligent automation and **reveal actionable insights**

- Extract structured data from unstructured documents
- Use AI to understand text and content
- Apply machine learning to automated decisions
- Infuse business processes with AI



2023 and beyond...



# Capabilities of IBM Business Automation

Automation accelerators



Process mining and modeling



RPA and digital labor

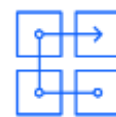


Operational intelligence

Core automation



Document processing



Workflow automation



Decision management



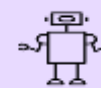
Content services

AI and machine learning



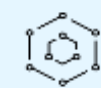
Process mining and modeling

- Discover frequency, rework, duration, and cost from real data
- Generate process models
- Analyze impact on KPIs
- Simulate future processes



RPA and digital labor

- Perform repetitive tasks
- Act on data extracted from unstructured documents
- Automate systems that do not have APIs



Core automation

- Content services
- Document processing
- Workflow automation
- Decision management
- Low-code applications



AI and operational intelligence

- Apply AI to operational data
- Classify and understand content
- Prioritize tasks
- Make predictive decisions
- Build intelligent chatbots

# The future is here...

A top strategic initiative for every company since 2018



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2023 and beyond...

AI +

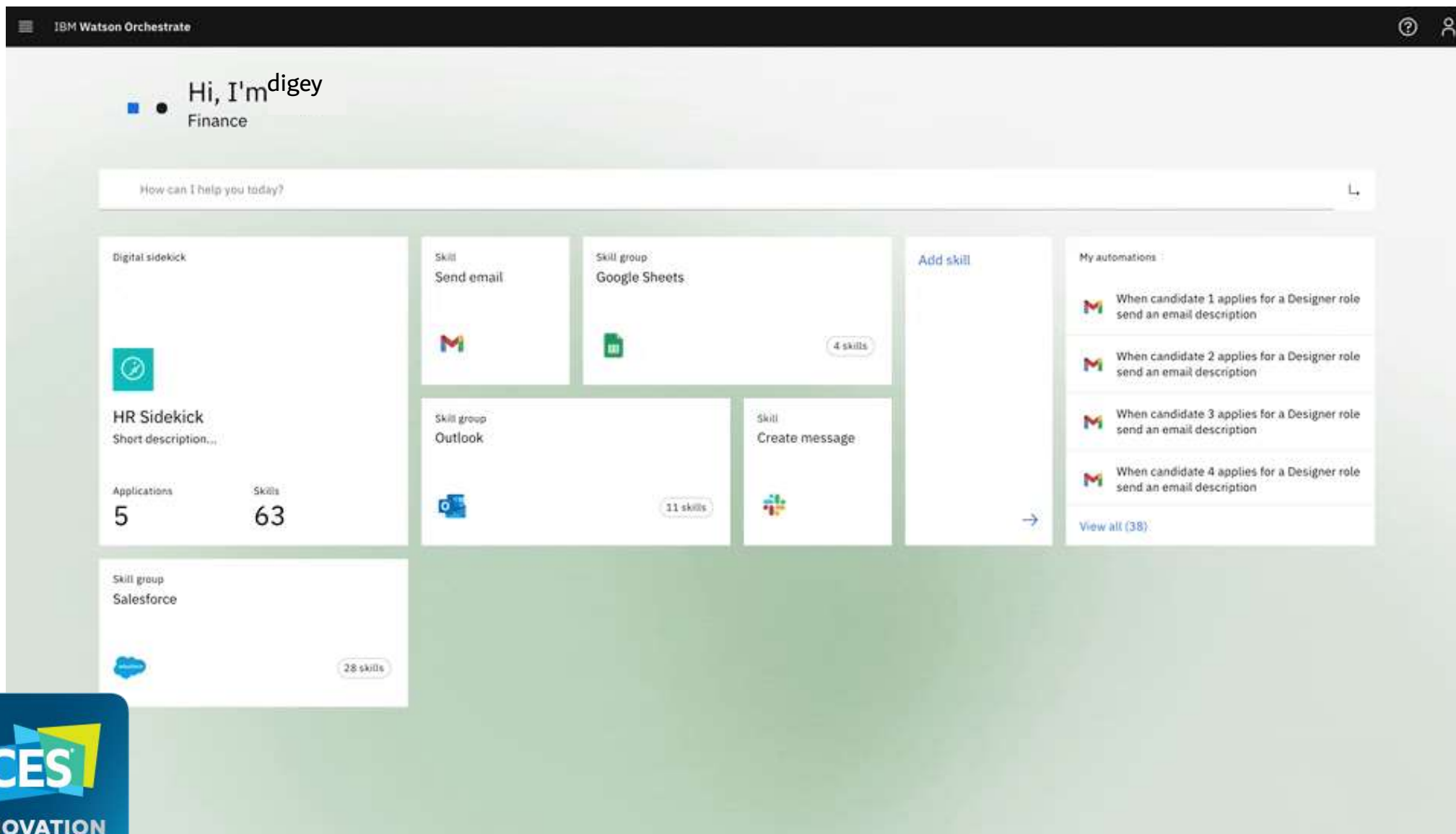
**Digital labor** leverages AI and automation

to empower individuals to do work to **increase productivity**

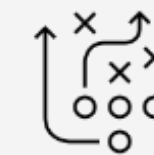
- Use AI foundational models and fine tune to your organization and data
- Deploy digital workers to collaborate with humans



# The future of digital labor, led by digital employees.



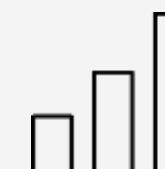
## Business Overview



Democratize the availability of automation through natural language.



Create highly accessible experience for non-technical users to be able to leverage.



Allow IT to build custom capabilities for end users without disrupting existing workflow



Hyper-focused on underserved HR domain to start – expand to other business domains.

# How can digey help HR?

Our digital employee is specially trained in recruiting to help you fill your next job opening faster than ever.

*Create* → *Source* → *Interview* → *Onboard*

## Craft a Job Description

- Copy and past a job description template and make it editable
- Share job description examples with a hiring manager over email or chat
- Receive a notice when hiring manager has added comments

## Share Job opening on Social Media / Agencies

- Publish the job opening to major career sites
- Repost job opening with a message on LinkedIn
- Repost on other social media channels
- Share links to application with hiring manager team with recommended message

## Source and Nurture Candidates (TWG)

- Provide a list of candidates based on job descriptions
- Rank candidates and apply filters
- Send introductory messages to qualified candidates via email

## Prepare Interview Documents

- Consolidate all candidate docs for hiring manager
- Collect all documents on a candidate from ATS & File storage system and email
- Send prep documents to interview team
- Notify when interview is complete and collect feedback

## Reading Identification Submissions

Automate the image reading of uploaded identification (e.g. Passport, Aadhar) to pull out ID numbers and expiration dates and reduce user error inputting those details

Eliminate delays caused by coordination with multiple stakeholders.

Quickly reach a broader set of candidates base.

Empower sourcing & matching with passive, diverse candidates.

Ensure a positive candidate interview experience.

Reduce human error and processing time

# Value of IBM Business Automation

## Worker Productivity

**Boost productivity 80%<sup>1</sup>**  
Build low-code and no-code applications, and use RPA bots to perform repetitive tasks

**Productivity growth linked to digital adoption<sup>2</sup>**  
73% correlation between productivity growth and digital adoption across 16 industries during the 1989-2021 period

## Business Performance

**ROI of 395% over 3 years<sup>1</sup>**  
Between savings from clerical errors, undetected fraud, and outdated hard copy operations and new revenue from increased agility and improved customer experience, IBM Cloud Pak for Business Automation is a solid investment.

**Measure your success**  
Leverage the power to positively influence virtually any KPI or SLA – from incremental improvement to quantum change — all monitored on an intelligent dashboard

## Competitive Advantage

**Solution that grows with your business**  
IBM provides a cloud native automation solution with a flexible pricing model that allows clients to consume as they like as their needs grow or decline

**Deploy anywhere**  
Gain the flexibility to deploy in your data center, any cloud, or choose IBM SaaS for rapid time to value

<sup>1</sup> Forrester Total Economic Impact™ Study Commissioned By IBM: The Total Economic Impact™ of IBM Cloud Pak For Business Automation, 2022

<sup>2</sup> US Bureau Of Labor Statistics; McKinsey Global Institute Analysis: Rekindling US Productivity For A New Era, 2023

# IBM leads the market in automation with AI

## Gartner

**IBM ranking: Leader**  
Intelligent Business  
Process Management Suites  
*Gartner Magic Quadrant for iBPMS  
2019*

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## Omdia

**IBM ranking: Leader**  
Content Services  
*Omdia Universe: Selecting a Content  
Services Platform, 2021*

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## Infosource

**IBM ranking: Leader**  
Capture  
*Infosource Capture Market Matrix,  
2020-2021*

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## Nelson Hall

**IBM ranking: Leader**  
Process Discovery & Mining  
*Vendor Evaluation & Assessment Tool*

## IDC

**IBM ranking: #1**  
Worldwide Artificial Intelligence  
Services  
*Market Analysis Perspective: Worldwide  
Analytics and Intelligent Automation  
Services, 2021*

**IBM ranking: Leader**  
Cloud-based Content Services  
*IDC MarketScape Worldwide SaaS and  
Cloud-Enabled Content Applications,  
2019*

**IBM ranking: Major Player**  
Robotic Process Automation  
*IDC MarketScape Worldwide  
Robotic Process Automation Software  
Vendor Assessment, 2020 - 2021*

## Forrester

**IBM ranking: Leader**  
Digital Process Automation  
Software  
*The Forrester Wave: Digital Process  
Automation Software, Q4 2021*

**IBM ranking: Leader**  
Decision Services  
*The Forrester Wave: Digital  
Decisioning Platforms, Q4 2020*

**IBM ranking: Strong  
performer**  
Content Services  
*The Forrester Wave:  
Content Platforms, Q2 2021*

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## Everest Group

**IBM ranking: Leader**  
Business Process Solutions  
*PEAK Matrix™ Assessment 2020*

**IBM ranking: Major  
Contender**  
Robotic Process Automation  
*PEAK Matrix™ Assessment 2021*

# Thank you

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# Improving IBM's HR recruiting performance

## OBJECTIVE

Improve the overall candidate experience by optimizing processes and time to market through AI and intelligent automation. Focusing on:

- Offering 360° Visibility to the actors involved.
- Control and optimization
- Automation of low value tasks

## SOLUTION

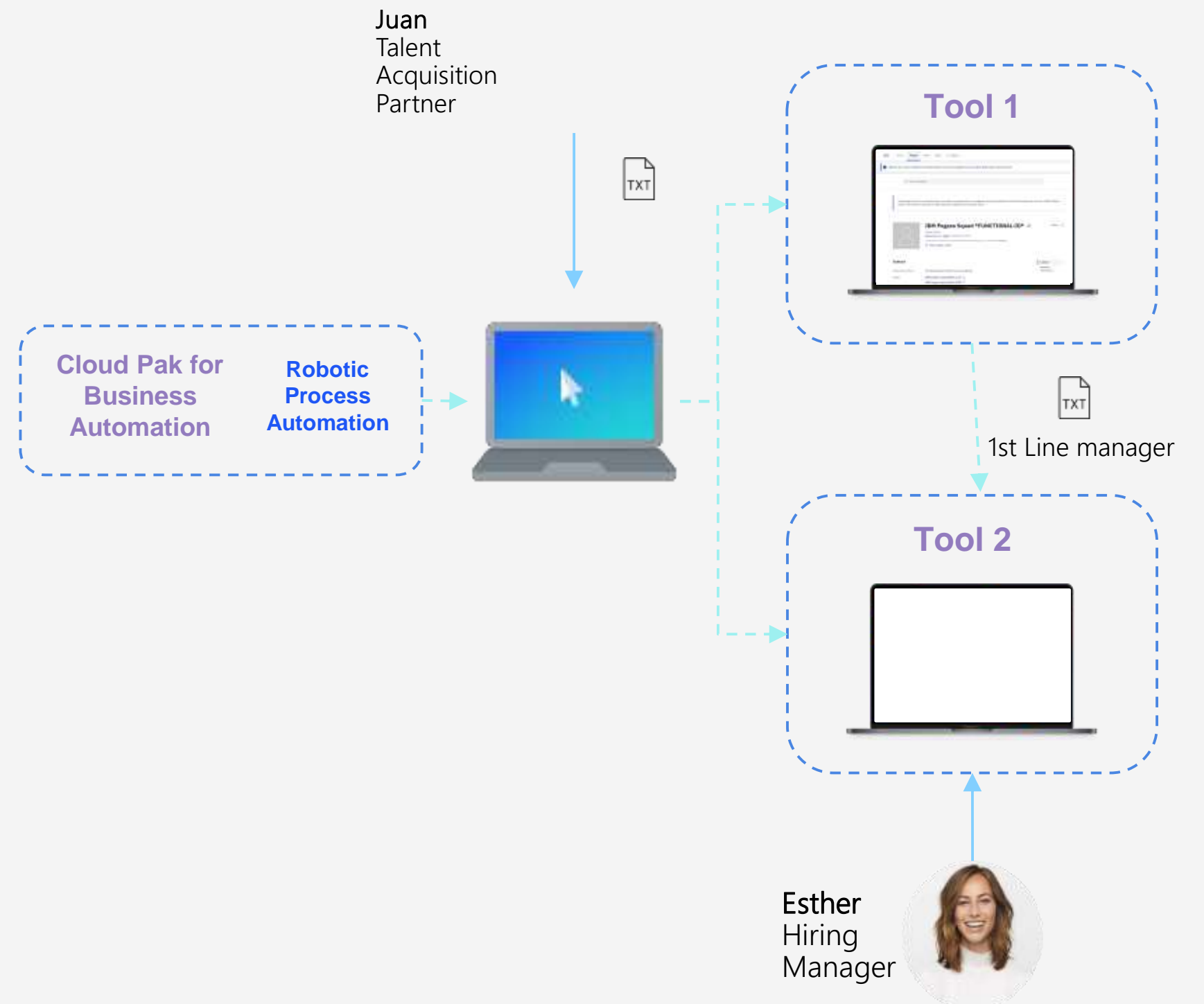
### 01. INTEGRATION BETWEEN TOOLS

IBM Robotic Process Automation (RPA) automates the manual tasks of search, assignment and creation.

Time savings for recruiters

Recruiters no longer need to report status to managers - 3 hours/week

Registration in the tool is automatic - - 15 minutes per position



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### 02. HR PROCESS OBSERVABILITY

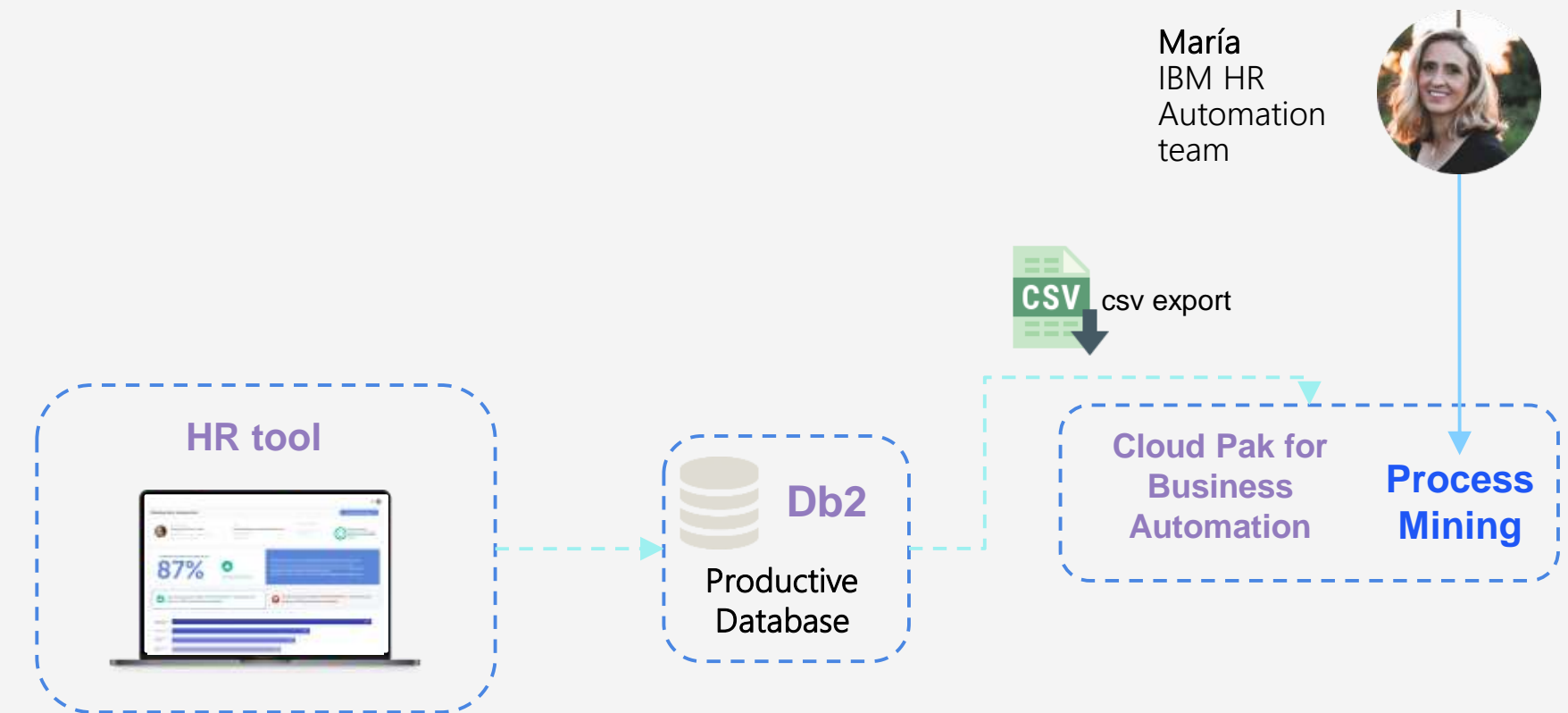
IBM Process Mining monitors the process, detecting bottlenecks and possible improvements.

Analysis overview:

2 years of data (2021-2022).

200,000 activities

Detection of bottlenecks and potential improvements



**Julio,**  
Talent Acquisition  
local lead