Talent Acquisition and Management
Prof. Santosh Rangnekar
Department of Management Studies
Indian Institute of Technology, Roorkee

Lecture - 51
Automated Screening – Talent Analytics

In our previous session, we have talked about how there will be talent management processes in the case of acquisition and development. Now, here we will talk about whenever we identification and development.

So, how to identify the potential candidates? And nowadays there is software applications are there how this software is working that I would like to demonstrate you. In this case, these contents will be technology in screening that is a problem because there are global level companies.

And I am sure this session will be very useful for you in case of applying to the organizations, and changing the organizations making the resume and then developing the keywords so that you get an opportunity for the interview. So, technology in screening is the problem; there is we have to screen the millions from the millions of the applications.

And believe me, these global level hiring companies are having millions of applications per year. And if a lot of applications are coming, then how to screen those applications? That is a big issue. So, that is a problem.

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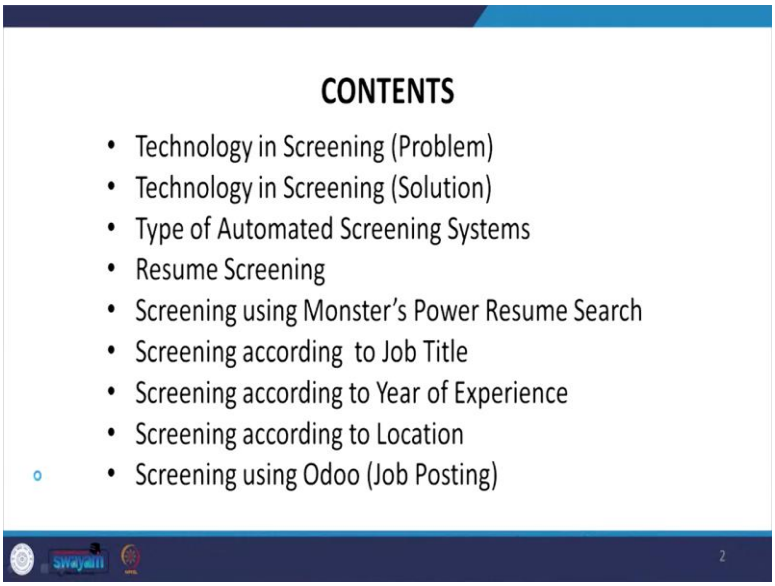

Then the technology in screening, but there is a solution; the solution is the software. And how that works? That we will be discussing in this session. Type of automated screening systems. So, how many types are there for automated screening systems?

Resume screening; how the software screen the resumes, screening using monsters power resume for example. Screening according to the job title, then there are different approaches, the job title, then the year of experience, then the location, and there is another this screening is using the Odoo. So, therefore, this we will be discussing.

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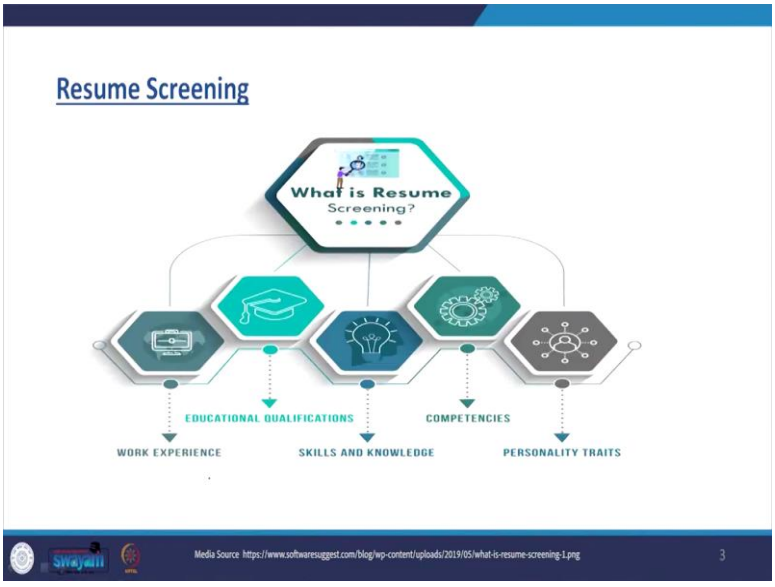

Now, here it comes. What is resume screening? So, in the resume screening, we will find first and foremost the key parameters; the work experience, whether you have the work experience, educational qualification, these are key parameters. You have to focus on each one.

Because if you want to develop your resume, then you have to put those keywords. And to put those keywords, you should know about the dimensions which are important are. So, keywords related to the work experience, keywords related to the educational qualifications, skills and knowledge that the what is resumed screening this will be the checklist whether the candidate has that skill and knowledge or not.

Then the competencies, knowledge, skill and attitude of the particular employee, and the personality traits that is how he is having this type of personality so that if we acquire that particular candidate, he will be able to work with the organization.

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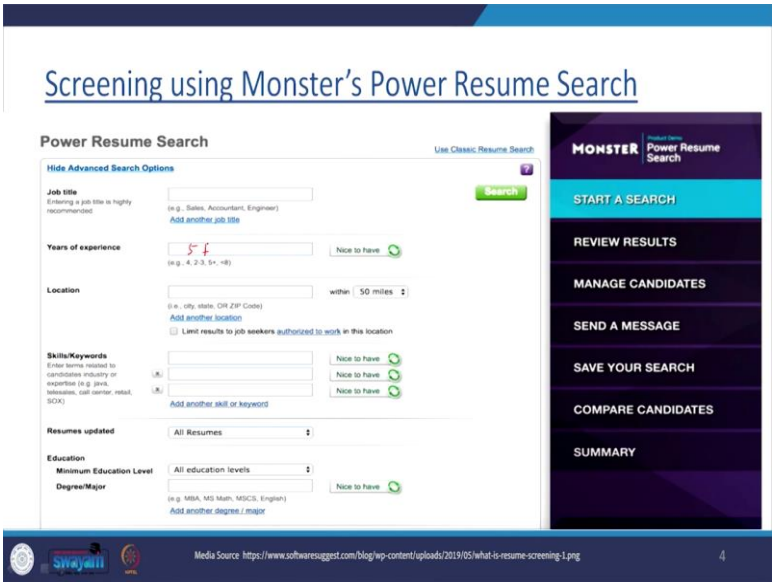

So, when we are talking about the screening using the Monster's Power Resume Search, and then the power resume search will be there. Here we talk about the job title that what job title is there. Then years of experience, what type of experience do you have, how many years of experience do you have.

Because for every position of the screening, you have to also understand there are two criteria; one is the eligibility criteria, other is the screening criteria. For example, a

minimum of 3 years of experience is required, this is written in the advertisement. So, those who are having three years of experience are also eligible; and those who are having more than three years of experience are also eligible.

And there are thousands of applications. So, how to screen? So, somebody may say ten years, so in years of experience, you put the 10. And if you put ten, then definitely, whether it is more than or less than eight years, so your application automatically will be screen out.

Now, here you are, putting in 8 years of experience. Now, this application screening will be done, or the screening may not be done. Then those who have completed eight years, no, less than eight years is there. So, therefore, here the organization will decide five-plus years of experience, so those who less than 8. Maybe four is also less than 8, 2 to 3 years is also less than 8.

But in the screening criteria, if they want to invite the 50 candidates for interviews, and those who are already there five plus is there and less than eight is there, then definitely they will like to call those type of candidates. But from the hundreds and thousands of these applications, you need not go for each application. What will you do? You will put a command that is those applications which are having more than five years fine. You will get the filtered applications.

Then is the location. So, again here you find within 50 miles. So, suppose it is at Roorkee, so within 50 miles of the Roorkee, those geographical locations will be screened outright, and those who are more than 50 miles will be considered into the database.

So, therefore, here you will find you will put here certain cities names, and then accordingly, you will be filtering them. So, like the city, a state or zip code will be there, and then at another location and like these locations, you will add. And if it is not matching, the application will be screened out.

So, what we are doing? We are identifying the talent acquisition that is how talent automated screening applications for identifying the talented employees is made. Now, this is the part which I always mention is very important- skill or knowledge or keywords.

So, here for every job, we will take the example also. I will tell you that how the simple difference screens out your application. And then you say I have not got the call, or you may say that there are thousands of applicants in this company, but I have got the call. So, how it comes?

So, it comes through the skill and keywords. As I mentioned, year of experience and all these that is fine, but that is a skill and keywords because every organization is looking for a potential employee who can do the job. And for doing a particular job, particular skills or knowledge is required. And to get these skills or knowledge, it becomes important that you have that particular aspect of technological skills and knowledge.

This is very important that you put the right words in skills and knowledge. If you put the right words, you are in. If even you have the experience, you know your year of experience is five plus, but if you do not put these skills and keywords, then it will not be the relevant experience. Like here, you will see that is enter term selected to candidates industry are expertise example is given like Java.

So, you write so many things, but if you do not put the Java, the software, it is not any person, in such big organizations it is a technology only. And the technology is automated screening, and then your application will be not screened. So, like a Java, then the telesales, call centre, retail, stocks. So, therefore, these are the certain typical knowledge of the languages or the job which is required to be known. If it is known and you have put it into the skills keywords, it will be done.

So, education, then again minimum education level is required. And there are two aspects here. Like many times you read that is the for a particular post even the PhDs are applied, those who are overqualified for that particular post is there right. So, because they think that is the if the graduation is asked or the post-graduation is asked here is the example is given MBA, M. S. Maths, MS CS English like these are the qualifications which will be suitable for this.

But if somebody is M.Tech right, and then somebody is M.Com, then it will depend on that particular classification. So, if that word is there, this application will be screened; if that word is not there, the application will not be screened. And you will say that is my qualification is equivalent to that qualification. It is equivalent, but it is not the same as what the organization is looking for.

I would like to give one example, like I had one project from ICSSR. And they mentioned MA in Sociology was the requirement. But we got the number of applications of the MBA candidates. They thought that they are MBA, so it is equivalent. And this is a management project, so we will be a relevant qualification.

So, we enquire from ICSSR, and ICSSR mentioned that his MA in Sociology would be the eligible candidate and not the MBA. So, when you are screening the applications, you cannot take them for granted. That is equivalent will also do. However, in software, if you are MBA like those MBA have applied, so we saw that there were certain good applications of MBA.

So, we inquired from the office, but the office said that no MA Sociology is applicable. It is a different thing. But, yes, we have seen the interest in those applications also. So, therefore, you should apply, because for any unique qualification, there might be very few applicants, and the company may consider some other qualification also.

So, for applying, that is fine, but keep in mind that whether it is relevant or it is not relevant, it is appropriate, or it is not appropriate, or it is equivalent, at least you should know. You may apply, you may not apply, but you should know that my qualification is the appropriate qualification or my qualification is the equivalent qualification.

If it is an equivalent qualification, it does not make any sense 100 per cent right. But if it is the proper appropriate qualification which is required, and then you have that qualification, yes, then you are. In these qualification parameters, your application will be considered.

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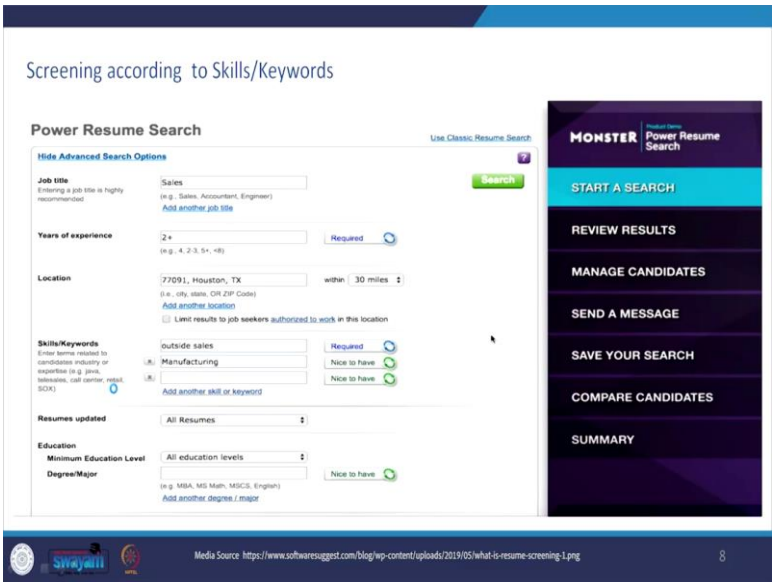

You are then screening account to the job title. So, what will be the job titles? Now, you see, in this case, the job title is sales. So, you have to be very clear whether you are having experience in the sales are not, or in your keywords, is there any sales or there are no sales, you cannot say that is the marketing is there, sir, and marketing includes the search.

So, therefore, my application is to be considered. You have to be very specific. You have to write that do you have experience in sales or not. I do not have the sales, but I have a further advertisement, and like this, then it does not make any sense. If sales are required, sales have to be there.

Then the year of experience that already you have mentioned. Then the locations; that what are the locations skill keywords. Then here it is the job title that that is becoming the search, and then that will have to be sales—now, screening account to the years of experience right. So, here I already mentioned that is it is the two-plus is there, but less 8, and therefore, the rest of the things that will accurately have to match. And in some organizations, there will be the limitation also.

So, eligibility may be less than 8, but when in the screening, the committee decides that it is better to have between 3 to 5 or 5 plus, as I mentioned earlier. So, there will be a particular criterion in the screening. So, there, they are eligible, but you cannot interview

millions, as I mention. So, therefore, you screen them. And therefore, here example is given. So, that will be the skill keywords education all already I have mentioned.

Now, the location, now it becomes very very important that what is a location. I would like to share one example that is the whenever we were talking about this particular aspect that is the how your location is into the 30 miles, 50 miles within so those applications are working or are those applications not working into that particular requirement.

So, if in the requirement, it is becoming that is the how these cities names of the cities are there are these different here it is given that is the Pincode are there, there are certain city or states. Then it will be taken into consideration that is the yes; these are the pin codes which are within the 30 miles or the 50 miles.

And therefore, in that case, it will be seen that it is the how it is the within your preferred cities or it is not within your preferred cities. So, therefore, in that case, it will be important that is you mentioned your zip code. And when the zip code is mentioned, the relevance will be there.

Then the skill keywords and the resumes updated are the education is there. Then screening according to the skills is the keywords. So, already I have mentioned that is skill keywords are outside sales, or manufacturing is there. So, if the word is manufacturing, then definitely, in that case, you will find that it will not consider because we are taking an example of sales. So, if it's sales, then this will not be considered.

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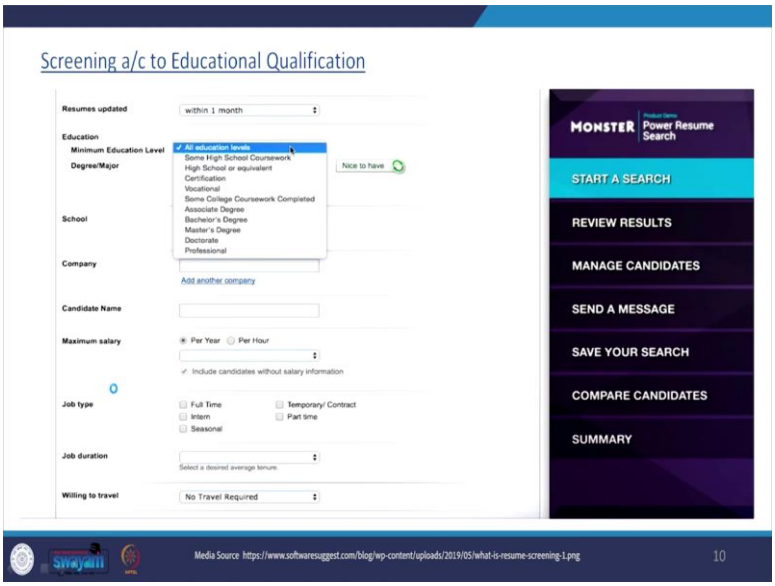

Then next will be that is the screening according to the resume updated. And therefore, in the case of these updated resumes, there will be a resume updated within one month. Sometimes, you see you apply, and for the six months, you are not getting any call. And after six months, then you get an interview call.

So, what is expected? Expected is that you are making the updated resume. So, I always keep on saying to my students when they are in the first semester; then, they show their profile in the presentation. And in the second semester, I ask them that what additional they have done.

So, naturally, they have gone through the winter training after the first semester and like these. So, in their second-semester presentation, they update their resume. So, therefore, this is becoming very important. It is within one month or more or less, and then you are having that particular up-gradation of your CV.

So, now the screening account to the educational qualifications are there. So, as I mentioned that it is not the UG or PG and all, but you have to mention it very specifically. And then, when there are so many thousands of applications are there, it will be difficult.

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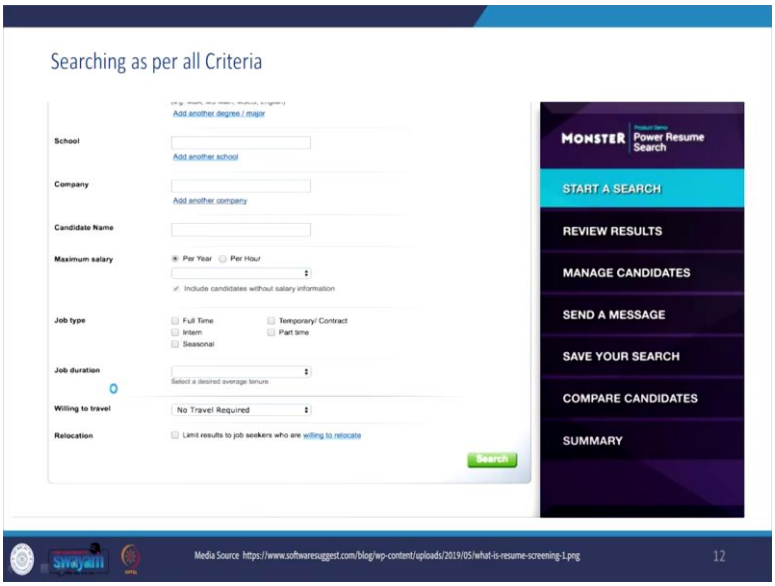

Now, in case of these two other criteria naturally about the school and about the company where you have worked, there can be certain criteria that are the yes, you have worked in such a company which is having more than 100 crore turnover.

If that is so, then definitely it will be preferred, or they may require the work into the startups so less than 50 crore. So, if you have worked in a company which is having less than 50 crores, then definitely you will be preferred if that is the requirement. Then the job type here actually the salary is also there.

And then what you will put the salary range because, again, it is the automated screening application. So, your application will be screened. That is the whatever is the amount we are putting then it may be too high from their range, and that you do not know the range.

So, normally what you write, you write negotiable. If that is columned, that is fine. Or here it is written that what maximum salary do you expect include the candidates without salary information. So, therefore, even then, somebody does not mention that it is also you have considered, but in some case, the screening will be considered only when you are putting a particular number, and that number is as per the requirement of the organization or not.

Now, this is also a very important point that is job type, especially in India at least. You will find whether you have worked full time or not. If you have worked full time, then it

will be considered. So, here you will find it is a full time, then the intern is there, seasonal, temporary, or contract or the part-time employees. So, if three years of full-time experience is required, then that will be three years of full-time experience, and part-time will not be considered.

Or if there are certain jobs where only after your education some period is required, then that will be specified. But when it has been specified about the nature of jobs, then definitely it is the full time that will be considered. Job duration, so, therefore, what they selected that desired average tenure that is the what job duration is required.

Willing to travel? Now, now the sales, please understand, that, what was the requirement? The requirement was sales. And if it is required was sales, then comes travel, whether you are ready to travel or not. So, naturally, in the sales, you are supposed to travel.

But some of you may keep this condition that is no; I will not travel, because maybe some of the candidates having their social limitation because of the family. They cannot go out of the city. And therefore, in that case, they may say that is they do not want to travel. Let, let this software decide whether they select or they do not select. So, here that is no travel required in the case, then that is fine.

Now, searching as per all criteria is a concern. So, therefore, on the basis of all criteria, it will be decided that is how there will be a candidate selection for calling for the interview or not.

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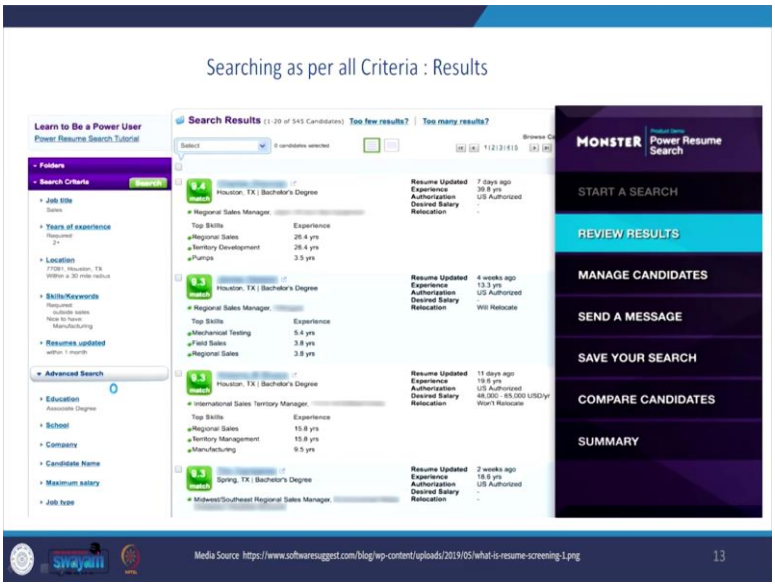

So, here we find that how these marks have been given. And then you see the overall criteria. And in the overall criteria, you will find that the resume updated seven years ago, seven days ago, sorry, four weeks ago, 11 days ago, right, how many days ago it has been done. Then the regional sales are there; territory management is there, experience and sales, territory manager, designation, manufacturing, 9.5 years.

Regional sales manager top skills are mechanical testing, and that is a field sales, regional sales, and regional sales manager top skills is the territory development. So, therefore, you will find that is overall, that criteria all criteria that you will find. And therefore, you can compare according to these criteria, and there is a score right. So, there is a 9.4 match, 9.3 matches, 9.3 matches, 9.3 matches. So, you can find out what score you are able to get.

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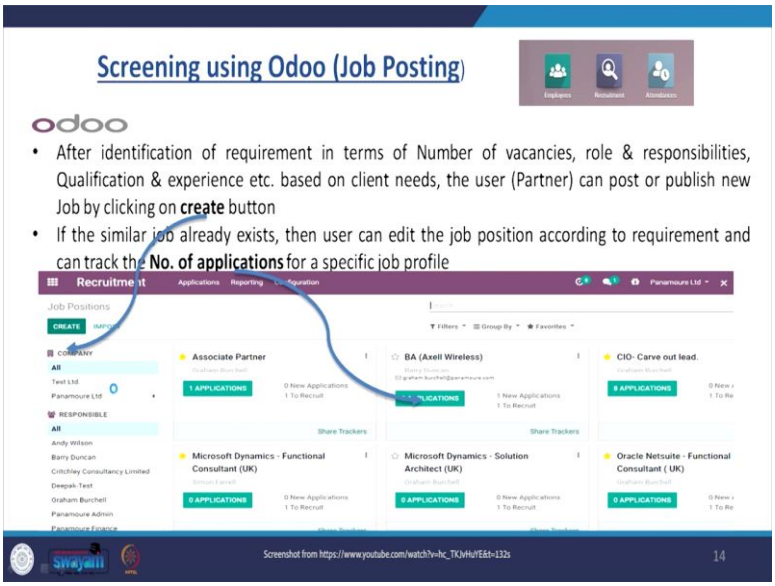

Now, the second software is a screening using the Odoo. So, therefore, in that case, there will be after identification of requirement in terms of the vacancies, roles and responsibilities, qualification, experience, etcetera based on the client needs. So, in terms of the number of vacancies, I always mentioned it depends on how many candidates you want to screen.

So, it will depend on the number of vacancies you want 10:1 or 15:1. So, if you are selecting one for the 1: 10, 1:15, then the number of vacancies will be decided accordingly. Then the roles and responsibilities, it is a front line middle management, or the top management is there. Qualification in experience, etcetera based on the client needs, what they need.

And the user a partner can post on a published new job by clicking on create button here. If a similar job already exists, the user can edit the job position according to the requirement and can track the number of applications for a specific job profile. So, here you will find it is the designations, and then the applications are there, and the status is that how many applications they are looking for.

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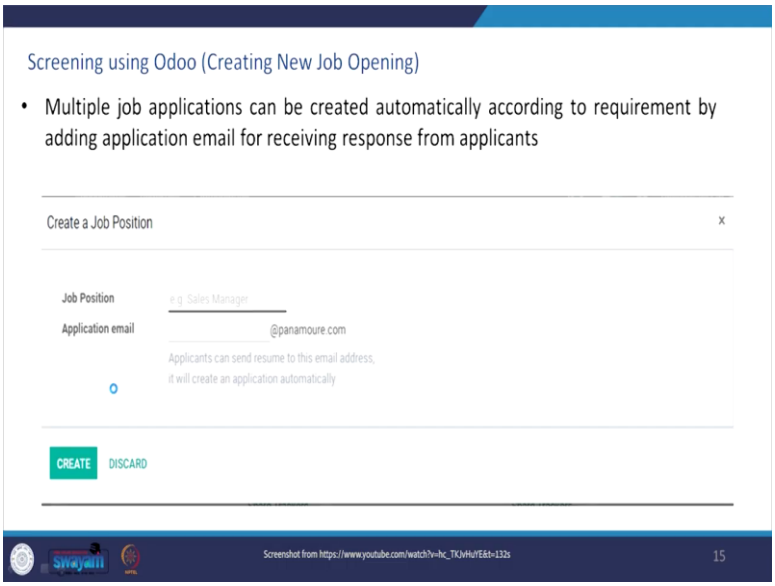

So, here in the screening using the Odoo, creating the new job openings, multiple job applications can be created automatically according to the requirement by adding the application email for receiving the response from the applicants are there. So, creating a job position; that is the what job position is there, and that is to be created.

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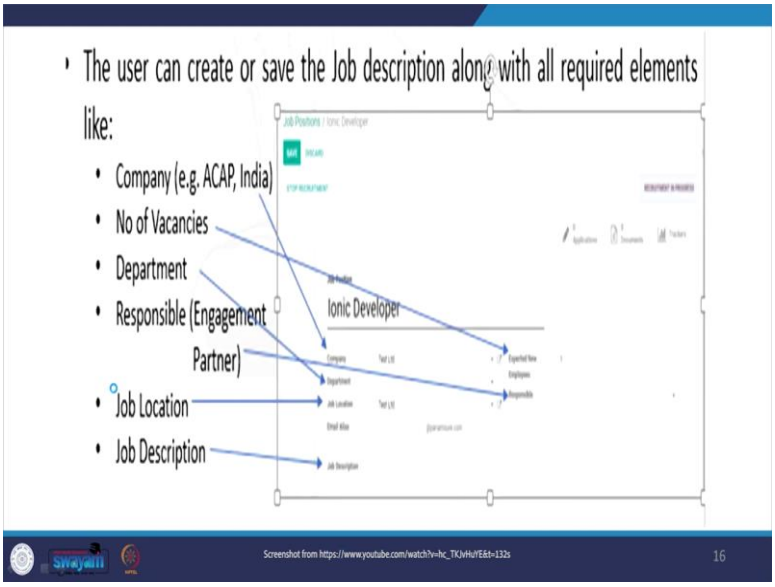

The user can create or save the job description along with all required elements. So, simultaneously you can save it—company, number of vacancies, department, responsible position, job locations, job descriptions.

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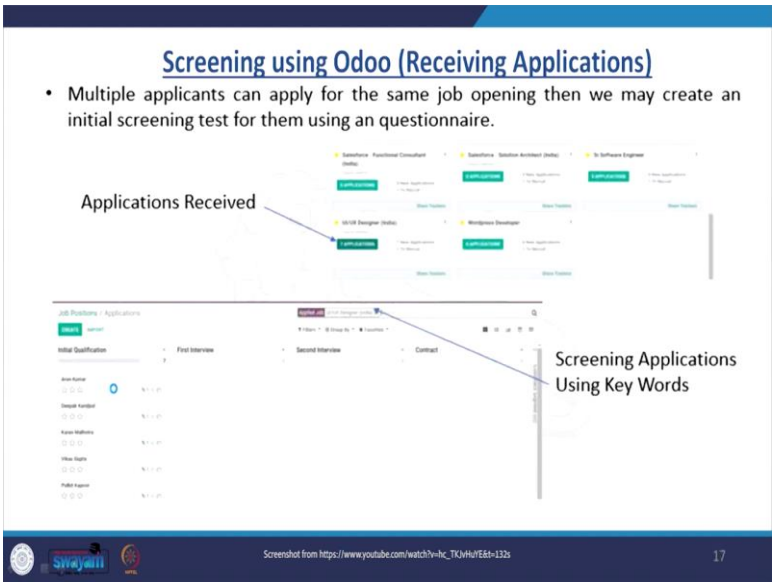

Screening using Odoo receiving applications, multiple applications can apply. Now, this is also one point which is to be noted that is multiple applicants can apply for the same job opening when we may create an initial screening to test them using the questionnaire. So, here is the questionnaire which is to be responded to. And if there is a response to the questionnaire, then the initial screening test will be done, and accordingly, it will be identified.

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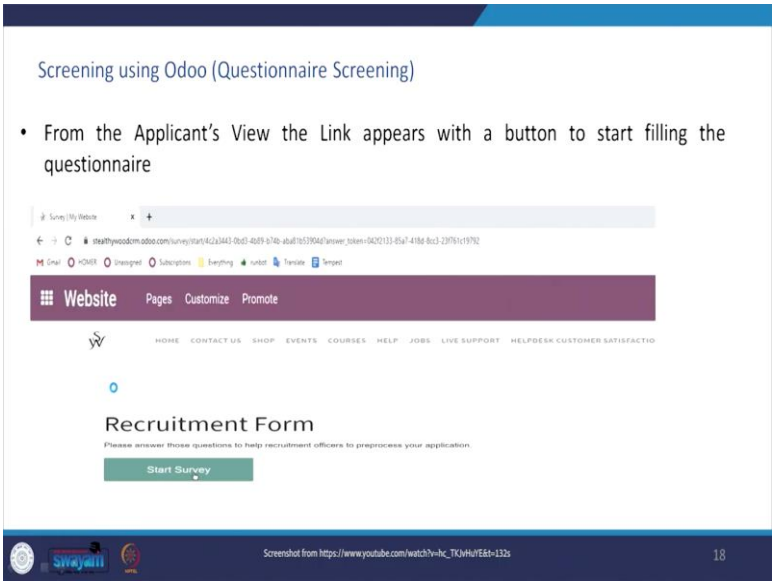

Now, from the applicant's view, the link appears with a button to start filling the questionnaire. So, as soon as you start the survey and recruitment form will be there.

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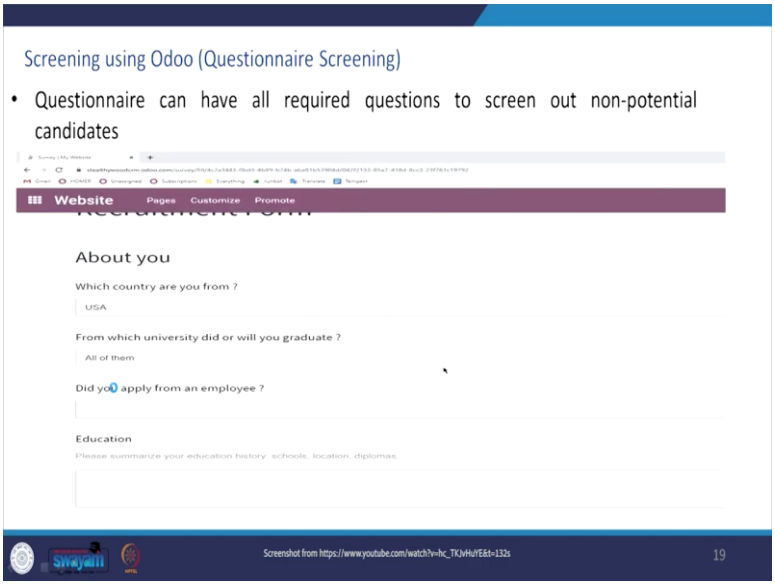

The questionnaire screening questions can have all required questions to screen out non-potential candidates; this is what they want it. Why is so much exercise done? So much exercise is done for the non-potential candidates; which country are you from, from which institute did you graduate, and from which company did you apply as an employee, and any education. So, therefore, in that case, here, the purpose is asked to screen out the non-potential candidates, so you can get the right persons.

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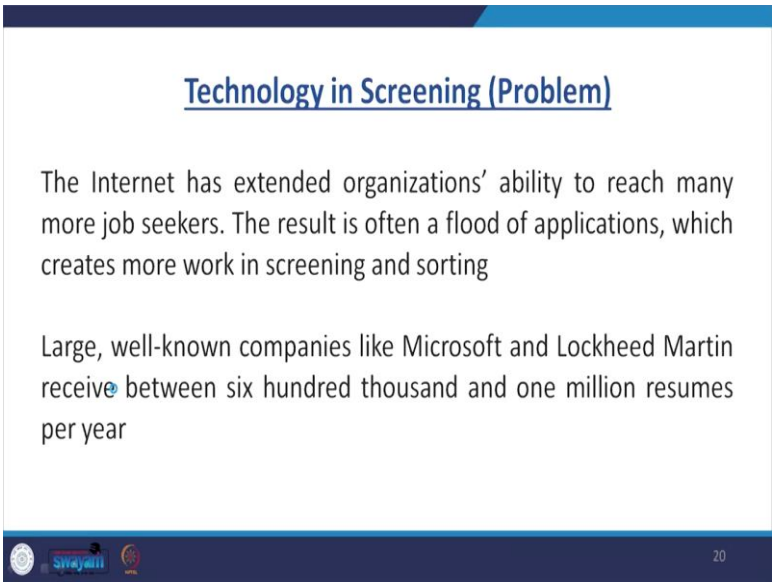

Technology in screening problem. The Internet has extended organizations' ability to reach many more job seekers. The result is often a flood of applications, which create more work in screening and sorting. So, therefore, technology is the problem, and that is the ability to reach many more job seekers. The result is often a flood of applications, which creates more work in screening and sorting that is where you want to go.

So, large well-known companies like Microsoft and Lockheed Martin receive between six hundred thousand and one million resumes per year.

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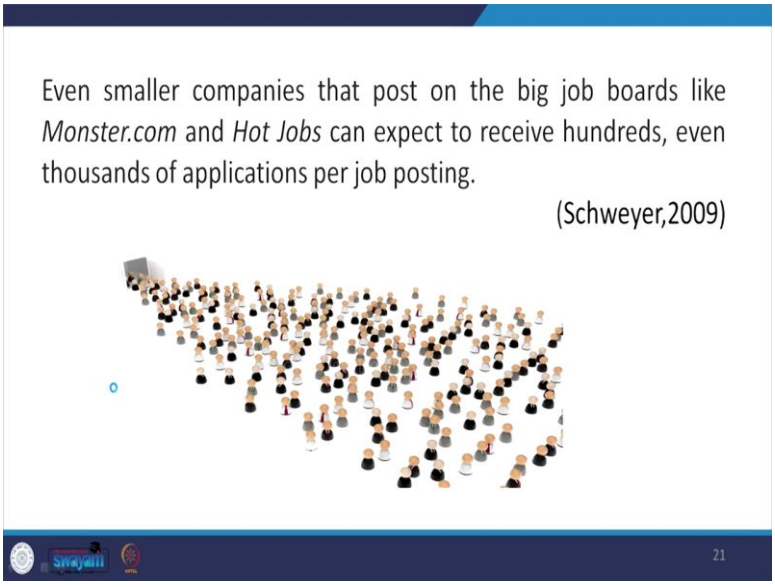

So, you can see how these one million resumes the company is getting and then they have to screen as we have seen, you can use the software, and then you can do that. Even smaller companies that post on the big job boards like monster.com and hot jobs can expect to receive hundreds, even thousands of applications per job postings.

So, here we will find that whatever the different job postings are there, then many companies, whether small or big, are putting their requirements on the monster.com and the hot jobs, and therefore, they can expect to receive hundreds even thousands of applications and job postings.

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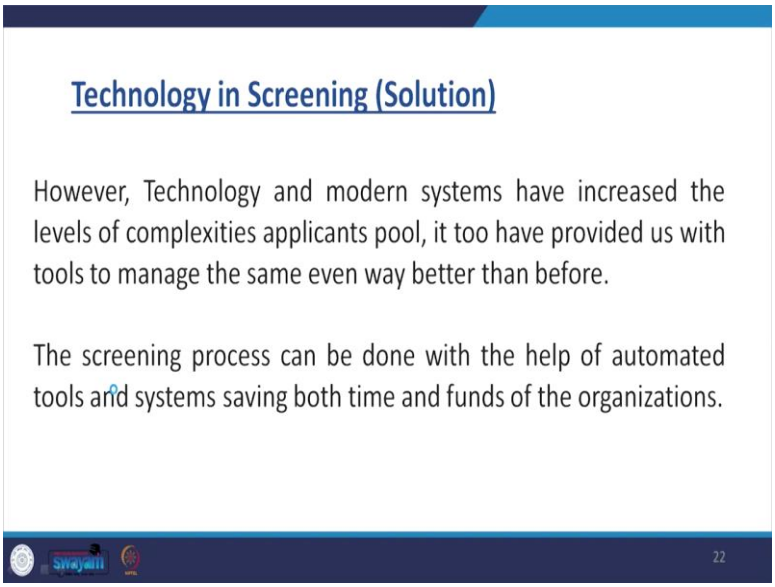

So, this is the solution. So, what the solution is; however, technology in modern systems have increased the levels of complexities applicants pool, it too has provided us with tools to manage the same even way better than before. So, whenever we are talking about technology and modern systems, so naturally, the approaches become easy.

So, the number of applicants will be more. So, that is increasing the level of complexities of the applicant's pool [FL], a number will increase. To be provided with the tools, but it is also provided technology as said increase the number of applicants, but it has also provided us with tools to manage the same even way better than before.

The screening process can be done with the help of automated tools and systems having both time and funds of the organizations so, as I mentioned, if your automated

application screening is to be done and when you are using these different types of parameters, then definitely you will have the solutions also.

So, one side there is a problem of the number of applications, but as we have given two examples have been given monster.com and Odoo, and therefore, there are the keywords and skills if you are using properly, filling the year of experience and all and expected salary and all, all these screening criteria are put then this software automatically will screen the right candidate, and it is the solution. And certainly, more applications are there in these automated screening applications part that we will discuss in the next session.

Thank you.