



**How will artificial intelligence make your recruiting process competitive?**

## How will artificial intelligence make your recruiting process---and thus your company--- competitive?

A company's product is essential to the success of a company. However the critical success of a product lies in the hands of dedicated employees. Artificial intelligence is quickly becoming the decisive factor in finding the best talent to help companies succeed. How is your company leveraging this competitive advantage?

### The challenge

Finding the right people remains the key success factor for companies. In today's tight labor market, it's highly competitive to hire the most qualified talent. According to one study, the best candidates are on the market for just 10 days. With the average cost per hire being \$4,000, companies understand the opportunity cost of hiring the wrong employee. No wonder companies are investing in the recruiting process via extensive assessment tools and branding efforts.

Recruiting software alone can reduce hiring time by as much as 20 percent.

Technology presents a host of opportunities for companies, big and small, to optimize their recruiting pipeline. Finding the best people can be a reliable process--both for candidates and hiring managers. It can not only be a point of finding and hiring talent, but a special method to build a company's brand and broaden the candidate funnel for the future. A company's success factor may be people, but the factor that differentiates a company from their competition could be the recruitment process.

Imagine a process where not only one, time-constrained hiring manager makes a decision about one candidate; rather this process boasts thousands of talent professionals looking through potential applicants. Within minutes, the most qualified candidates are rapidly ranked, with accompanying profiles and reports. This feedback prepares a hiring managers to quickly contact candidates to continue the hiring process.

### About Retorio

Retorio is a video recruiter that fuses artificial intelligence and machine learning with scientific findings from psychology and organizational research. Even from short application videos Retorio reliably detects the communication behavior and important personality traits of the applicant. Talents can be recognized more effectively and reliably and compared with different job profiles.

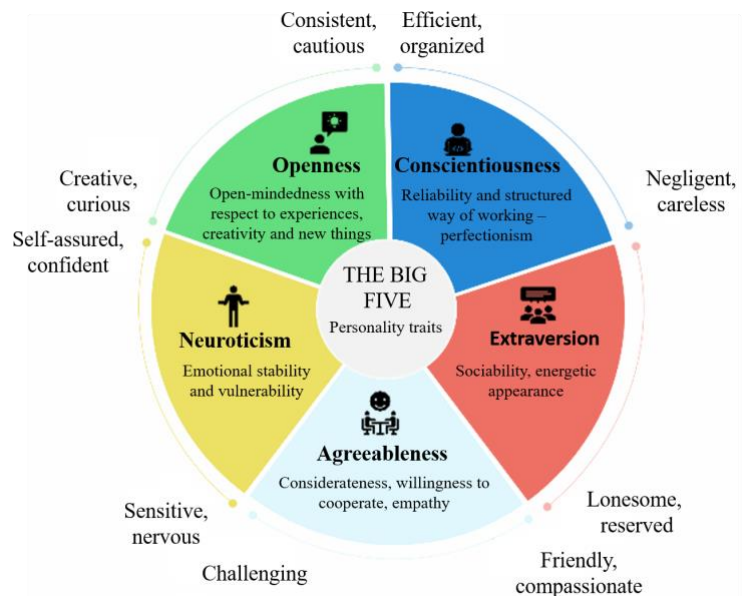
Technologies are rapidly evolving to improve the speed and accuracy of candidate search. With Retorio, for example, this process results in 91.7% accuracy and growing.

If the answer is “Yes” to the following questions, learning about the process may be unnecessary:

- Have all positions in your company been filled?
- Is candidate search rapid and streamlined?
- Is the employee profile holistic and encompassing?
- Can the “right” hiring decisions be quantified?
- Is the quality of hiring decisions internally defined by key metrics?
- Is the talent management process digitized and differentiated from the competition?

Retorio accelerates the application process in companies, like BMW and Lufthansa, by more than 70%. It increases the probability in identifying the best talent.

Retorio’s underlying technology is based on artificial intelligence, delivering an in-depth analysis of the applicant using a 60 second video.



Retorio’s analysis is based on the universally accepted, advanced psychological model, the BIG 5. This model describes an individual’s personality in terms of 5 dimensions: openness, extraversion-introversion, conscientiousness, agreeableness, and neuroticism. Though personality traits cannot specifically predict behavior, the Big 5 gives insight into how individuals may react, behave, and interpret things differently from others in the same situation.

This enables hiring managers to better understand a candidate's unique identity and ascertain how they would thrive in a position.

**What the system does not do:**

As important as it is to highlight Retorio's technology capabilities, it's just as essential to point out what it does not do:

- Retorio does not deliver a complete, in-depth psychological profile. It generates a rapid impression of an applicant using the Big 5.
- Employees are not being given job offers by a machine. Retorio supports hiring managers in featuring which areas demand greater, human attention and intuition in an interview.
- Does not complicate the lives of hiring managers. Retorio fully integrates with all applicant tracking systems (ATS) and also can be accessed through a simple plug-in. Recruiters possess easy-to-understand, state-of-the-art tools to win the best available talent.

Retorio supports talent professionals to:

- optimize HR decisions
- identify qualified candidates quickly
- streamline the candidate experience
- cut the costs on using other assessment tools, like DiSC

Let us show you how easy Retorio is to use and how its built to support you. If needed, we assist in helping define target profiles, the qualities needed for a successful hire. Once complete, candidates are requested to submit a short clip, answering the questions posed by hiring manager created. Candidates possess the convenience to respond at any time--no need for extra scheduling. Within minutes, Retorio's artificial intelligence analyzes the questions and application and provides the recruiter a detailed report.

## How does Retorio work?



Definition of target profiles



Video application by candidate



Analysis, evaluation & recommendations by Retorio

Application, analysis & evaluation within 60 seconds (whether it's 1 or 500 videos)



Want to know more? [www.retorio.com](http://www.retorio.com)