

# HUMANS + MACHINES: REDEFINING RECRUITING AT HIBOB

How AI and people power a new  
era of hiring



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**“Integrating AI into your recruitment approach isn’t just smart, it’s becoming essential for staying relevant in today’s fast-evolving market”**

# AS RECRUITING CHANGES, SO DO WE

## The Recruiter's Role Is Evolving

Speed, personalization, and efficiency have become the new baseline. As AI handles repetitive and administrative tasks, recruiters are becoming strategic talent advisors.

Focus shifts toward building relationships, understanding business needs, and championing candidate experience — the very human side that AI can't replace.



### MANUAL RECRUITING

Paper-based, time-consuming

### DIGITAL TRANSITION

Online job boards, applicant tracking

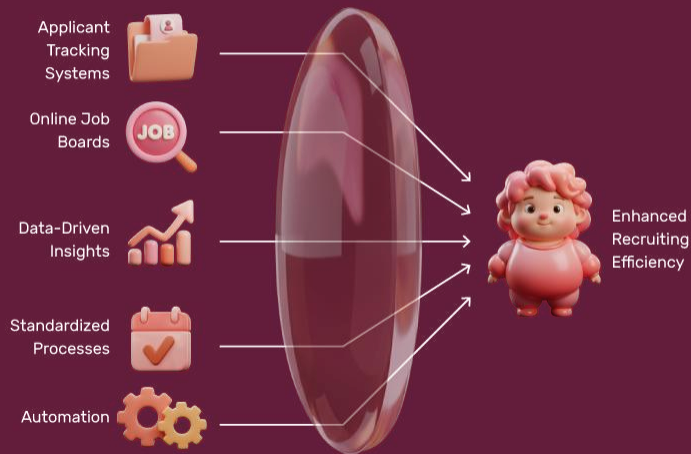
### AI-DRIVEN RECRUITING

Automated, data-driven talent acquisition

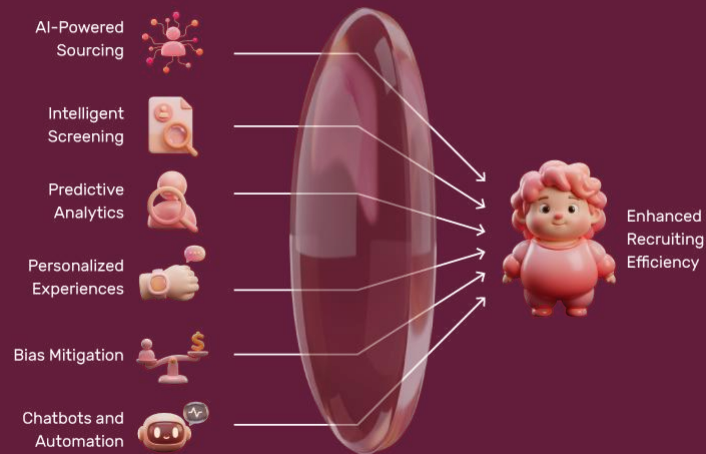
# WHERE DIGITAL ENDS AND INTELLIGENCE BEGINS

**It's not just about technology — it's about reimagining how we hire**

## DIGITAL TRANSFORMATION IN RECRUITING



## AI'S ROLE IN MODERN RECRUITING



# HIBOB'S VISION: EMPOWER RECRUITERS, NOT REPLACE THEM.

**“AI should make our people  
more human — freeing time  
for relationships, insight,  
and creativity”**

- Build an AI-augmented recruiting model
- Leverage tech to create efficiency, fairness, and strategic impact





# THE FRAMEWORK:

## HUMANS + MACHINES @HIBOB

### First step: Mapping !

Mapping every stage of the recruiting process to determine where AI can drive efficiency and impact:

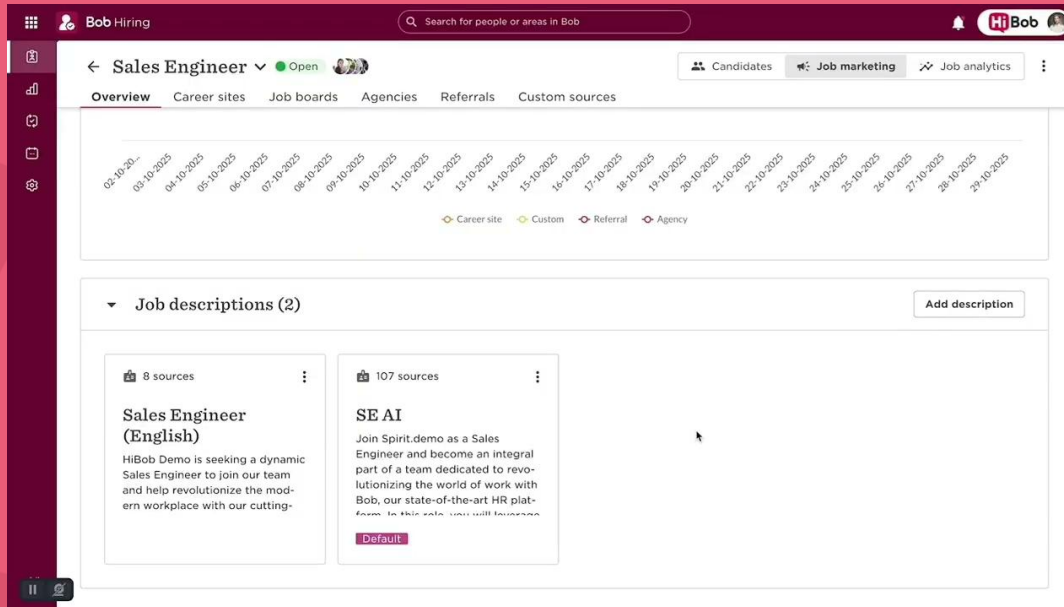
High Level Recruiting Phase	Recruiting Step	Solution type	Current AI / Tools Solution	Product Solution	AI Tool to Explore	Comments	Status
Analytics and Metrics	Analytics and reports	Auto/AI tool for analytics and predictions	Tableau + AI for predictions	-	-	Combination of Tableau dashboards and task being automated	On track
	Quality of hire insights	Auto/AI tool for analytics and predictions	Auto/AI tool for analytics and predictions	NO	-	Internal solution in the roadmap	On track
	Cost per hire insight	-	Tableau dashboard for CPE	Auto PHE solution for HIC	-	Internal solution in the roadmap	On track
	Candidate experience	General	AI email creation	Personalized Message Generator	Further to improve the feature for automation	Already working @	On track
	Candidate experience	Scripts	Yes NO roadmap survey	-	-	-	On track
Candidate experience	candidate portal for applications	Portal	-	Candidate portal	-	Launched	On track
	-	-	-	-	-	This feature enables capturing and analyzing 100k data from candidates to enhance diversity strategies, providing tools for recruiters and managers for HR leaders and executives. Key functionalities include customizable surveys, data export, and compliance with local laws for 2025	On track
Diversity and Inclusion	Mapping	DEI Data Capture	-	DEI Data Capture Q3 roadmap	-	-	On track
Diversity and Inclusion	Sourcing	AI Sourcing tools	-	-	-	no need further solutions for now	Not started
Employee branding & Sourcing	Publishing	AI AI generator	-	AI AI generator	-	working with the ATS	On track
Employee branding & Sourcing	Sourcing	Market analysis tool	ZoomInfo	-	-	We are using all tools we have access for them all	On track
Employee branding & Sourcing	Sourcing	AI powered sourcing tool	No LinkedIn member	-	-	Exploring more AI sourcing tools	On track
Employee branding & Sourcing	Publishing	Automated publishing mechanism	-	WING Job listing integration (Branco integrated solution)	-	Nothing for 2025	On track
Employee branding & Sourcing	Sourcing	manage talent pools	-	Talent pool auto solution H2 2025	-	On the PHE roadmap	On track
Employee branding & Sourcing	Referral	Promote referral	-	ATS solution - auto solution	-	Internal solution to promote referral for employees already using	On track
Employee branding & Sourcing	Referral	Candidate experience	-	-	-	AI powered referral solution, also supporting candidate experience	Not started
Employee branding & Sourcing	Referral	Employee referral tracking	-	Referral tracked Q2-Q3	-	The feature provides a comprehensive view for employees on all their referrals, to reflect a visual summary of referral statistics, enabling employees to monitor the progress of referrals and understand outcomes effectively	On track
Employee branding & Sourcing	Publishing	Advisory platform	Okta/Qualtrics via LinkedIn	-	-	Further explore more recruitment marketing tools	On track

### 3 layers of AI adoption:

1. ATS AI features – Built-in automation in our recruitment system (bob hiring)
2. External AI tools – For Sourcing, matching, note taking, assessments, analytics and more
3. Internal enablement – Upskilling our TA Partners, redefining workflows, changing mindsets

# USING AI IN OUR ATS, BOB HIRING

- ✓ AI JD generator
- ✓ Candidate evaluation summary creator
- ✓ Personalized message generator
- ✓ AI generator for CV summary
- ✓ AI tool for analysis and prediction of Recruiting
- ✓ Quality AI-Powered Interview Question Recommendations



# EXTERNAL AI TOOLS THAT **AMPLIFY** US

**3 major AI based tools that we are using:**



**SOURCING &  
ENGAGEMENT**

LIHA- LinkedIn AI sourcing  
assistant

**Canditech**

**ASSESSMENT**

Canditech- Skills-based shortlisting  
with AI-powered platforms.



**Metaview**

**NOTEKIING AND  
EVALUATION SUMMARY**

Metaview





**Ai** Mind

**LET'S BUILD  
OUR FUTURE  
TOGETHER**

# CHANGING MINDS, TO CHANGE THE GAME

## Upskilling our Global Talent Acquisition team:

At HiBob, we've embraced AI as a partner in progress: Helping us work smarter, make data-informed decisions, and create a more human recruiting experience at scale

Provide tools such as : Chat GPT 5,  
Gemini, Notebook LM and more



# THE HUMAN ELEMENT: NEW SKILLS, NEW MINDSET

TA team trained to prompt, interpret, and challenge AI Shift from “execution” to “strategic talent consulting” Focus on ethics, transparency, and data quality



“AI doesn’t make us less human—it makes space for humanity in recruiting.”



# EVENTUALLY, BY BLENDING MINDSET, TOOLS, AND TECHNOLOGY WE HAVE CREATED AN AI-POWERED RECRUITING ENGINE

- AI mindset
- Bob Hiring (ATS) enhancement
- AI external tools



# OUR IMPACT SO FAR

- ↑ The quality and clarity of our adverts, summaries and evaluations is better
- ↑ We have improved the hiring manager experience
- Team engagement: TA Partners report- AI reduced cognitive load
- Recruiters describe AI as a “personal assistant” – freeing them to focus on people
- Candidates experience: Faster responses and more personalized communication





# FROM EXPERIMENT TO MOVEMENT

**We turned curiosity into capability,  
and now into culture**

AI is no longer a project; it's part of our DNA

Our TA Partners are innovators, not just users!

We keep on demoing and exploring new ways of integrate AI into  
our day to day work

The future of hiring is not man or machine — it's man and machine



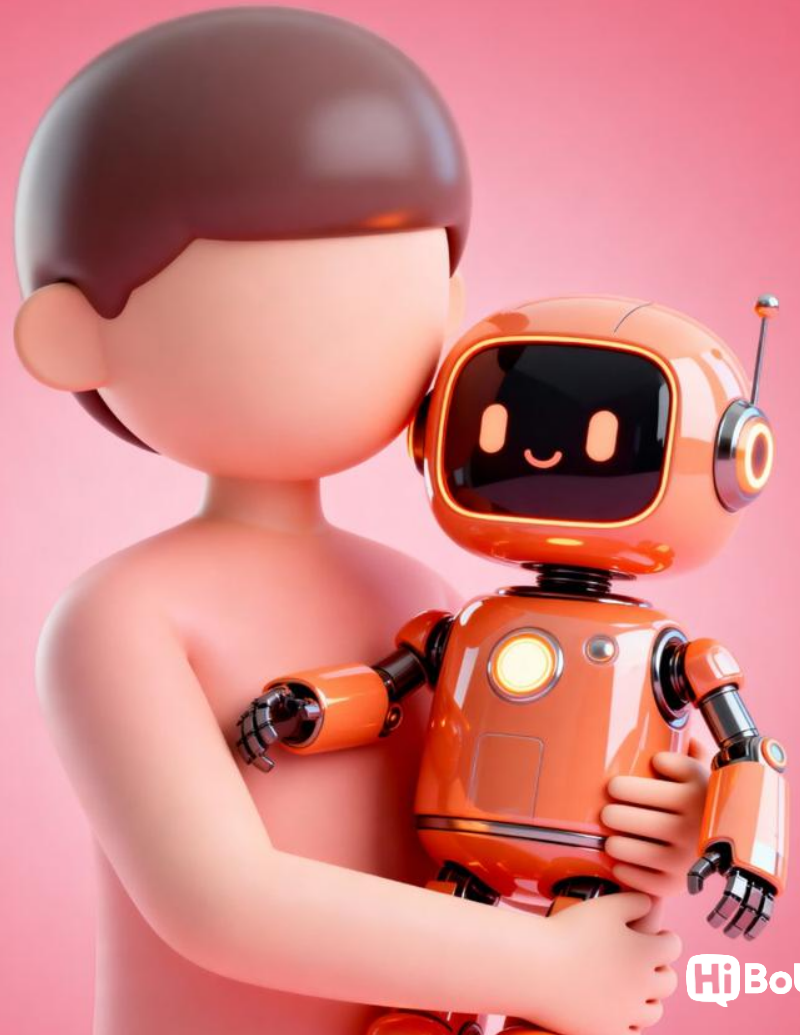


# WE'RE JUST GETTING STARTED!

- Building an AI Lab within TA to test new tools and share learnings
- Our AI-human recruiting model is built for continuous improvement, guided by measurable KPIs and real results
- Including AI as a key skill in our job descriptions and developing assessments to evaluate it
- Continuing to shape ethical, transparent AI practices in hiring



**As machines get smarter,  
our focus on people  
becomes even stronger.  
The future of recruiting  
is intelligent — and  
deeply human**



# THANK YOU!



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