

HUMANS + MACHINES: REDEFINING RECRUITING AT HIBOB

How AI and people power a new
era of hiring



Cohav Nir, Senior Director, Global TA, HiBob



“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

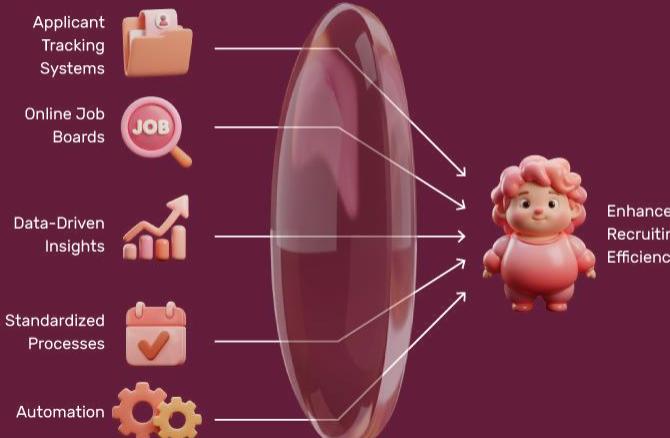
AI-DRIVEN RECRUITING

Automated, data-driven talent acquisition

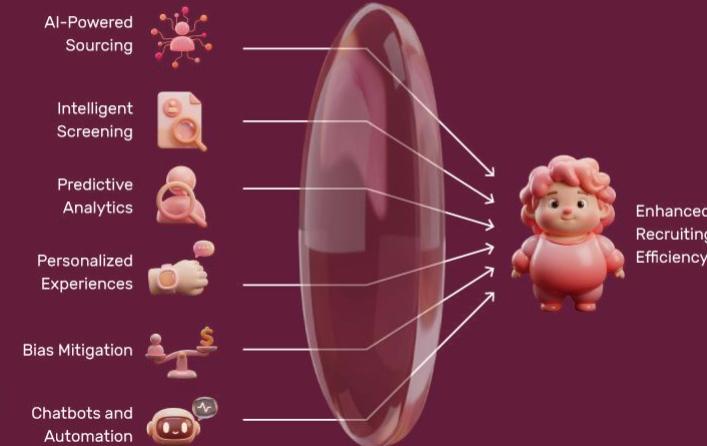
WHERE DIGITAL ENDS AND INTELLIGENCE BEGINS

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 / Auto Solution	Product Solution	AI Tool to Explore	Comments	Status
Analytics and Metrics	Analytics and reports	Auto/AI tool for analysis and predictions	Tableau + AI for predictions			Combination of Tableau dashboards and job-logging solutions	On track
Analytics and Metrics	Quality of hire insights	Auto/AI tool for analysis and predictions	Tableau dashboards + AI	Tableau tool for analysis and predictions - HI		Internal solution in the roadmap	On track
Analytics and Metrics	Cost per hire insight			Auto/PM solution for HI		Internal solution in the roadmap	On track
Candidate experience	general	AI email creation		Personalized Message Generator		Already working :-)	On track
Candidate experience	Surveys	Candidate feedback		Yes - HI roadmap - survey		Launched	On track
Candidate experience	candidate portal for applications	Portal		Candidate portal		This feature enables capturing and analyzing DEI data from candidate applications. Strategically, this will help our HR leaders and managers to make informed decisions and comply with local laws.	Not started
Diversity and Inclusion	Mapping	DEI Data Capture		DEI Data Capture - HI roadmap		no need for further solutions for now - no need further solutions for now	On track
Diversity and Inclusion	Sourcing	AI filtering tools				no need for further solutions for now - no need further solutions for now	On track
Employee Branding & Sourcing	Publishing	AI AI generator				no need for further solutions for now - no need further solutions for now	On track
Employee Branding & Sourcing	Sourcing	Method analysis tool				no need for further solutions for now - no need further solutions for now	On track
Employee Branding & Sourcing	Sourcing	AI powered sourcing tool				no need for further solutions for now - no need further solutions for now	On track
Employee Branding & Sourcing	Publishing	Automated publishing mechanics				no need for further solutions for now - no need further solutions for now	On track
Employee Branding & Sourcing	Sourcing	Manage talent pools				no need for further solutions for now - no need further solutions for now	On track
Employee Branding & Sourcing	Referral	Promote referral				no need for further solutions for now - no need further solutions for now	On track
Employee Branding & Sourcing	Referral	Candidate experience				no need for further solutions for now - no need further solutions for now	On track
Employee Branding & Sourcing	Referral	Employee referral tracking		Referral tracked - HI-ER		no need for further solutions for now - no need further solutions for now	On track
Employee Branding & Sourcing	Publishing	Advocacy platform				no need for further solutions for now - no need further solutions for now	On track

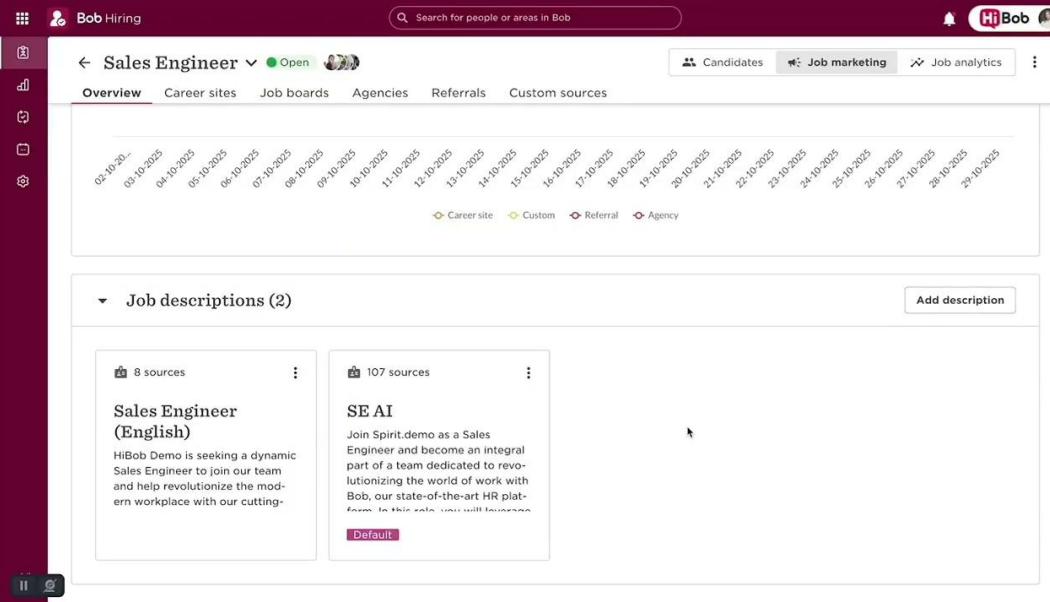


3 layers of AI adoption:

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



The screenshot shows the HiBob ATS interface for a 'Sales Engineer' position. The top navigation bar includes 'Bob Hiring', a search bar, and a 'HiBob' logo. The main dashboard displays a timeline from '02-10-2025' to '29-10-2025' with various hiring sources: 'Career site', 'Custom', 'Referral', and 'Agency'. Below this, the 'Job descriptions (2)' section is visible, showing two entries:

- Sales Engineer (English)**
8 sources
HiBob Demo is seeking a dynamic Sales Engineer to join our team and help revolutionize the modern workplace with our cutting-
- SE AI**
107 sources
Join Spirit.demo as a Sales Engineer and become an integral part of a team dedicated to revolutionizing the world of work with Bob, our state-of-the-art HR platform. In this role, you will be respons-

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



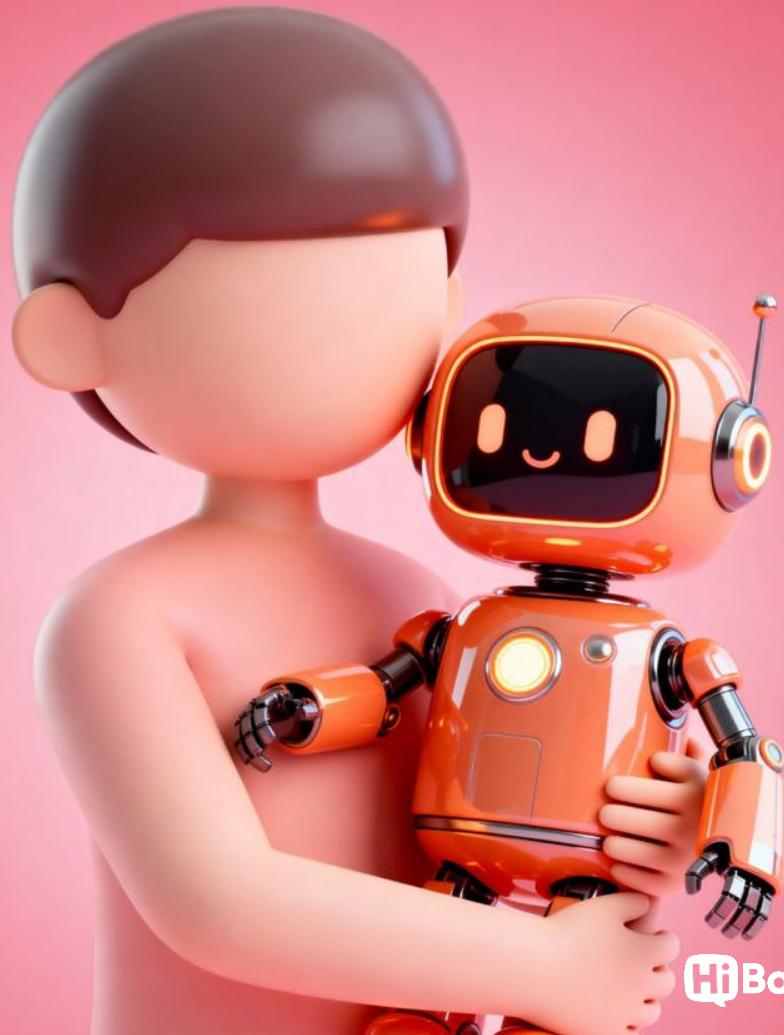
The future of hiring is not man or machine – it's man and machine

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!



Cohav.nir@hibob.io