THE ROLE OF ARTIFICIAL INTELLIGENCE ON RECRUITMENT AND EMPLOYEE ENGAGEMENT -A CASE STUDY OF UNILEVER COMPANY

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Abstract: One of the most innovative technologies to emerge in recent years is artificial intelligence (AI). Because AI is capable of thinking, reasoning, and making decisions like humans, it has the potential to completely transform every aspect of modern life.

Artificial intelligence is quickly integrating into many aspects of our everyday life, from healthcare to banking, transportation to education, corporate companies. Attracting top talent and efficiently training and retaining employees are ongoing problems for organizations. In this case, artificial intelligence (AI) is a powerful game-changer. HR staff are able to concentrate on strategic priorities by streamlining their workloads with the use of AI-powered personnel management solutions. By leveraging AI's capabilities in data analytics and visualisation machine learning, and automation, organizations can gain insights into their workforce that were previously out of reach. AI can enhance engagement by automating tasks, providing personalized feedback and learning opportunities, and potentially boosting morale by allowing employees to focus on higher-value work. However, it's crucial to understand how employees perceive AI and its impact on their roles and overall work experience to ensure successful adoption and avoid negative consequences. This paper made an attempt to study the importance of Artificial Intelligence and its role on recruitment and employee engagement and for which the data is collected from various source secondary sources which includes journals, books, websites etc.

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1.0 Introduction

Unilever is a British-Dutch multinational consumer goods company with more than 400 brands and 170,000 workers worldwide. Its co-headquarters are in Rotterdam, Netherlands, and London, England. Leading consumer goods company Unilever has long been praised for its dedication to sustainability and growth that is driven by purpose.

The company's unique approach to engaging and retaining talent revolves around aligning its business strategy with broader societal and environmental goals. In addition to enhancing

Unilever's reputation, this alignment has elevated the company to the status of a top employer, especially for Gen Z and millennial talent who value working for organizations that have a good influence on the world.

The big consumer goods company Unilever has been at the forefront of integrating digital technology and artificial intelligence (AI) into its business processes. AI is playing a significant role in Unilever's efforts to develop faster and smarter while remaining dedicated to sustainability. Unilever is still dedicated to using AI to spur innovation, boost productivity, and further environmental objectives. The company's approach has been to integrate AI into a number of its business processes, such as supply chain management, customer service, and product development.

Over 30,000 individuals work for Unilever each year, and the company receives roughly 1.8 million applications for jobs worldwide. To manage this massive volume, Unilever and Pymetrics partnered to develop an AI-powered hiring platform. Candidates' aptitude, logic, and risk tolerance are assessed through

a series of gamified tests. These assessments are powered by machine learning algorithms that contrast candidates' profiles with those of successful employees in comparable roles.

The second stage involves an AI-analyzed video interview. In this case, candidates are evaluated by machine learning algorithms using their speech patterns, body language, and responses. Unilever has been able to cut the amount of time spent on candidate evaluations and interviews by 70,000 person-hours per year because to this AI-driven procedure. By removing unconscious bias from the early stages of recruiting, the approach has greatly enhanced diversity in hiring and ensures a transparent and equitable process by giving feedback to all applicants.

Even for a large organization like theirs, managing, screening, and interviewing each application is a huge task. It has become mandatory to find a way of making recruitment easier, more cost effective, time saving and efficient which can all be done using AI/Automation to streamline processes. Unilever uses AI/Automation technology in hiring people. They collaborated with Pymetrics and Hirevue, two companies in the AI technology sector. Through machine analysis of video-based interviews, Unilever was able to boost candidate diversity, save over 50,000 hours of candidate interview time, and generate over £1 million in yearly savings.

1.1 Objectives of the study
> ➢ To study the role and importance of Artificial intelligence in on boarding and Employee engagement in Unilever company.
> ➢ To understand various practices and innovative strategies implemented in Unilever company to engage employees.

1.2 Challenge
In today's competitive talent market, attracting and retaining top employees requires more than just competitive compensation packages. Increasingly, employees, especially younger generations, are looking to work for companies that align with their values. Companies are now expected to be socially responsible and contribute to sustainable development, making it essential for businesses to integrate these elements into their corporate culture to retain talent.

Early on, Unilever recognized this change and created its Sustainable Living Plan to address societal issues and set itself apart from rivals. The challenge was to use this framework not only to drive business success but also to engage employees by aligning the company's mission with their personal values.

1.3 Strategy
Unilever's sustainability-focused, purpose-driven business model is closely linked to its engagement and retention strategy. The organization successfully incorporates sustainability and purpose into its personnel management strategy in the following ways:

1.4 Unilever Sustainable Living Plan (USLP):
Launched in 2010, the USLP aims to decouple the company's growth from its environmental footprint while increasing its positive social impact. The three core pillars of the plan include:

1.5 Purpose-Driven Leadership:
Unilever encourages staff members at all levels to align their own values with the company's objective by fostering a culture of purpose-driven leadership. Staff members are encouraged to find their own purpose through internal initiatives like "Purpose Workshops." Unilever fosters a sense of purpose and belonging among its employees by enabling them to make a connection between their job and their values. This increases employee engagement and retention.

How Unilever is Leveraging AI to Drive Innovation and Sustainability

1.2 The Challenge
It takes more than simply competitive pay packages to draw in and keep top talent in today's cutthroat talent market. Employees, particularly those from younger generations, are increasingly seeking employment with organizations that share their beliefs. Businesses must include social responsibility and sustainable

development into their corporate culture in order to retain talent, as these qualities are increasingly expected of them.

Recognizing this shift early on, Unilever developed its Sustainable Living Plan to address societal concerns and differentiate itself from competitors. The difficulty lay in using this framework to engage people by bringing their personal beliefs into line with the company's objective, in addition to promoting commercial success.

1.3 Approach

Unilever's engagement and retention strategy is directly related to its purpose-driven, sustainability-focused business model. The following are some ways the company successfully integrates purpose and sustainability into its human management strategy:

1.4 The Sustainable Living Plan (USLP) of Unilever: The USLP was started in 2010 with the goal of boosting the company's good social impact while separating its growth from its environmental impact. The plan's three main core pillars are as follows:

1.5 Purpose-Driven Leadership: By cultivating a culture of purpose-driven leadership, Unilever encourages employees at all levels to match their personal values with the organization's goal. One internal project that encourages employees to discover their own meaning is "meaning Workshops." By allowing its employees to connect their work with their values, Unilever helps them feel a sense of purpose and belonging. This boosts worker engagement and contributes for meaningful causes.

1.9 The Benefits of AI in Employee Engagement

- Improved Decision-Making
- Better Recruitment and Talent Retention
- Streamlined On boarding
- Boosted Employee Engagement
- Enhanced Employee Well-Being
- Customized Employee Experiences
- Strengthened Diversity and Inclusion Efforts
- Reduced Time and Costs
- Proactive Risk Identification
- Forecasted Workforce Planning
- Continuous Learning and Skill Development
- Optimized Performance Management
- Increased Workforce Productivity

1.10 Boost your Digital Engagement Scores with AI

These internet engagement measures can be magically enhanced by AI. Consider hiring a virtual assistant to evaluate data and suggest strategies for improving the engagement of your online workspace. AI can have a significant impact in the following ways:

1.11 Leveraging AI for Data-Driven Insights

AI's data-driven insights can greatly improve employee engagement tactics. Here are some ways to use AI and incorporate it into your current plans:

i). Personalized Engagement

AI may provide individualized engagement tactics by analyzing a variety of data, such as employee behavior, performance metrics, and feedback. This guarantees that every worker gets assistance and acknowledgment that is specific to their requirements.

ii). Real-Time Feedback

AI enables businesses to gather and evaluate real-time input so that prompt action may be taken. In order to sustain high levels of employee engagement, this facilitates prompt decision-making and interventions.

iii). Predictive Insights

AI is able to forecast future trends in engagement. This improves employee retention by empowering HR to proactively address possible problems before they become more serious. There are three primary areas into which employee engagement measurements in the digital realm can be separated. Digital collaboration, content consumption, and virtual connections are among the categories. There are particular criteria in each area where AI can have a big influence on a digital environment.

2.0 AI in Recruitment and Training

Strategic AI integration has transformed Unilever's hiring procedure, leading to significant improvements in efficacy and efficiency. The process starts with a thorough assessment phase where candidates participate in a videotaped interview with the help of HireVue's artificial intelligence technology. This virtual

interviewing system examines responses for subtleties such as tone, word choice, and facial expressions in addition to content, and correlates them with traits of high-achieving Unilever workers. By successfully reducing 45,000 applications to a final 300, this procedure raises the acceptance rate by 82% and the offer rate by 25%.

This AI-driven approach saves a significant amount of time and money, especially considering Unilever's global presence and yearly application volume of over 1.8 million. Pymetrics and Unilever worked together to create an online platform where applicants play games to gauge their aptitude and logical thinking skills before a video interview that is assessed by machine learning algorithms. This technology expedites the hiring process by saving about 70,000 man-hours that would otherwise be used for testing and interviews.

Unilever's dedication to using technology for strategic talent acquisition while preserving a customized candidate experience is demonstrated by the combination of human knowledge and AI-driven efficiency.

Employees may also benefit from Unabot, a natural language processing bot, which can respond to real-time inquiries about IT systems, human resources, and other operational concerns. Unilever's creative strategy for increasing operational effectiveness and employee engagement through intelligent automation is demonstrated by its AI integration in HR procedures.

Unilever's AI-Driven Recruitment

Unilever, a global consumer goods company, faced the challenge of processing over 250,000 job applications annually. They put in place an AI-powered hiring platform that makes use of gamified tests and AI-analyzed video interviews. Candidates' performance in games intended to gauge qualities like social intelligence and problem-solving abilities is evaluated by the system. This AI-based approach reduced the hiring process from four months to just two weeks and resulted in a more diverse candidate pool.

Unilever's AI-Driven Recruitment: Unilever Uses AI to Help Find Top Talent.

2.1 Key Takeaways

A compelling illustration of how a company's mission and employee values can be aligned to propel financial success is Unilever's success in attracting and keeping talent. The company's focus on sustainability, purpose-driven leadership, diversity, and continuous development has created a workplace culture where employees feel empowered, valued, and motivated to stay for the long term.

In a talent market increasingly driven by values and purpose, Unilever stands out as a leader by embedding sustainability into the core of its business and employee experience. Unilever's methodology provides a clear road map for other businesses trying to attract and keep top talent: cultivate a culture of purpose, inclusivity, and ongoing development; and create an atmosphere where employees' personal values complement the company's objective.

2.2 AI for Sustainability

Unilever promotes sustainability, and achieving business goals requires the application of artificial intelligence (AI). Unilever intends to use recycled or renewable carbon in place of all carbon sourced from fossil fuels in its Home Care products. Using AI technology, Unilever and Arzeda worked together to create more potent stain-fighting enzymes for their laundry and cleaning products. This collaboration makes use of Arzeda's Intelligent Protein Design Technology, which combines physics-based methods with artificial design to produce enzymes that greatly improve cleaning performance while requiring around half as many components. This milestone was surprisingly accomplished in just 18 months, which is five times faster than Unilever had anticipated.

This initiative aligns with Unilever's Clean Future goal, which seeks to create high-performing and environmentally friendly goods. The recently developed enzymes, which have a low carbon content and are derived from organic sources, show Unilever's dedication to reducing environmental impact while maintaining or enhancing product performance.

In the past, Unilever automated the production of science-based products at its Materials Innovation Factory (MIF) in Liverpool using AI technology. Numerous robots dedicated to material chemistry research are housed in the MIF, which enables Unilever to quickly analyze data while upholding stringent quality standards throughout its product testing and development procedures. Unilever's ambitious goal of reaching net zero emissions across all goods by 2039 is supported by this technical accomplishment, which highlights the company's ongoing dedication to innovation and sustainability.

2.3 Generative AI Initiatives

With cutting-edge AI techniques, Unilever has set up Legal Powerhouses in strategic cities like Bangalore, Mexico City, and Barcelona. These teams, which are made up of knowledgeable legal experts, use AI to handle a variety of legal responsibilities, such as creating contracts, conducting compliance checks, and handling intellectual property issues.

Unilever's legal procedures have been revolutionized by generative AI, which has significantly improved operational flexibility and efficiency. AI allows Unilever's legal staff to focus more on complex legal matters and strategic initiatives by automating routine tasks like document screening and legal research. Varsellona emphasizes that although AI speeds up task performance, human oversight is still necessary to guarantee accuracy and legal compliance.

In addition to cutting expenses and increasing operational effectiveness, Unilever's legal framework's use of AI strengthens the company's ability to handle legal issues globally. Varsellona views AI as a transformative force that makes it possible for its attorneys to deliver superior legal services with increased precision and agility. Unilever is at the forefront of innovation in the provision of legal services thanks to their strategic use of technology, which demonstrates their dedication to both operational efficiency and legal compliance in a variety of markets.

2.4 Collaborations in AI

Strategic alliances with tech companies, academic institutions, and industry experts help Unilever succeed in its AI initiatives. Among the significant alliances are:

Accenture: In order to develop AI solutions throughout its operations and explore new applications of generative AI, Unilever has partnered with Accenture. Accenture's AI Navigator and proprietary "switchboard" are utilized in this collaboration to address certain business needs.

Microsoft: Unilever and Microsoft collaborated to create AI-powered engines that improve product development and customer insights. Through this relationship, analytics and data-driven decision-making are supported by Microsoft Azure.

Be My Eyes: To increase accessibility for clients who are blind or visually impaired, Unilever teamed up with Be My Eyes to integrate AI-powered virtual assistance into their products.

Pymetrics: Unilever and Pymetrics worked together to use machine learning algorithms to streamline hiring processes, which led to more effective talent acquisition.

3.0 Conclusion

The way Unilever uses AI across its operations shows how technology can spur creativity, boost productivity, and advance sustainability. AI is being used by Unilever to meet current consumer demands and pave the way for a more sustainable future. "Unilever's first AI lab will accelerate our global development and allow us to have the correct emphasis on some of the important questions we want to address with AI," said Andy Hill, the company's chief data officer.

Unilever's strategy for utilizing AI and digital technologies shows its dedication to sustainability and innovation, ensuring its sustained dominance in the consumer goods industry.

The integration of artificial intelligence (AI) into recruitment processes has transformed how organizations identify and attract talent. Businesses may reduce bias and increase the overall effectiveness of candidate screening by using AI solutions to expedite their hiring processes. In addition to saving time and money, this technological development makes it possible to have a more qualified and varied pool of applicants. However, while the benefits of AI in recruitment are significant, it is crucial for organizations to maintain a human touch in the hiring process to ensure that the unique qualities and experiences of candidates are not overlooked.

Furthermore, AI has an impact on employee engagement in addition to recruitment. By utilizing data-driven insights, organizations can tailor their strategies to meet the diverse needs and preferences of their workforce. AI-driven platforms can facilitate real-time feedback, promote continuous learning, and foster a culture of recognition, ultimately leading to higher employee satisfaction and retention rates. Nevertheless, companies must navigate the ethical considerations surrounding AI, striving for transparency and fairness to build trust within their teams. As AI continues to evolve, its role in shaping recruitment and employee engagement will undoubtedly grow, presenting both challenges and opportunities for businesses aiming to create a more innovative and inclusive workplace.

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