



# The Talent Acquisition Market Key Trends and Realities

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- ▶ Talent & People Success
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- ▶ Learning Systems
- ▶ Digital Learning



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*... a 'critical friend' to help you  
make better choices faster!*



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interest**

# AGENDA

- ▶ TA in the wider business context and HR ecosystem
- ▶ Key TA trends and success drivers
- ▶ TA in the age of AI
- ▶ Q&A

Your most significant business challenges ...	Major challenge	Minor challenge	Not a challenge
Availability of skills	73%	21%	3%
Increasing organisational performance & profitability	64%	28%	3%
Increasing business agility	50%	39%	6%
Managing the impact of automation, robotics and AI	41%	35%	16%
Reducing operational costs	38%	47%	11%
Improving customer satisfaction & service quality	36%	43%	15%

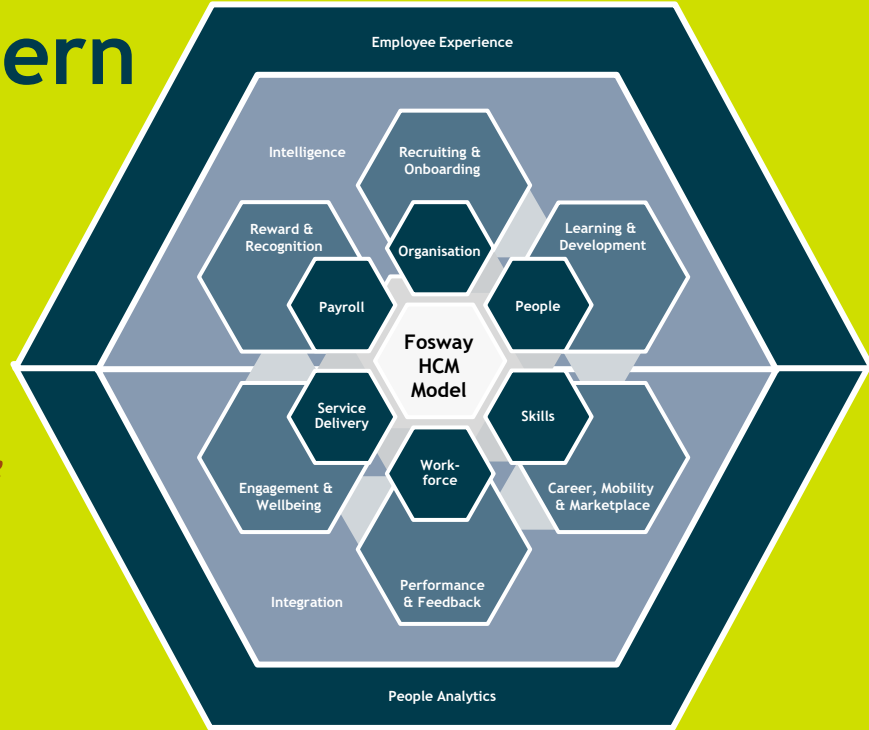
Source: Fosway HR Realities Research 2023

## What are your top priorities as an HR organisation?



Source: Fosway HR Realities Research 2023

# TA is one part in a modern HR Tech Ecosystem



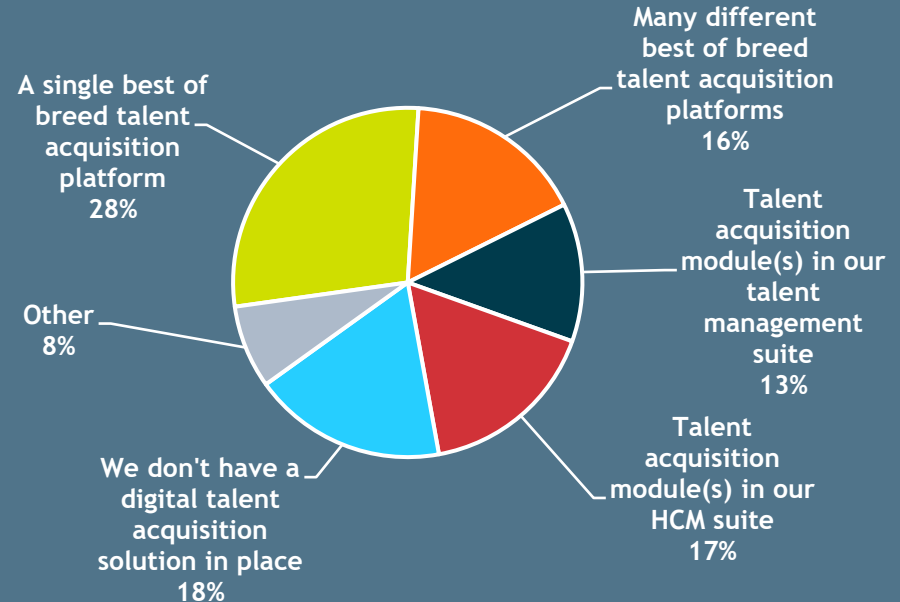
Fosway HCM Model

## *There is no one-size-fits-all solution strategy for Talent Acquisition*

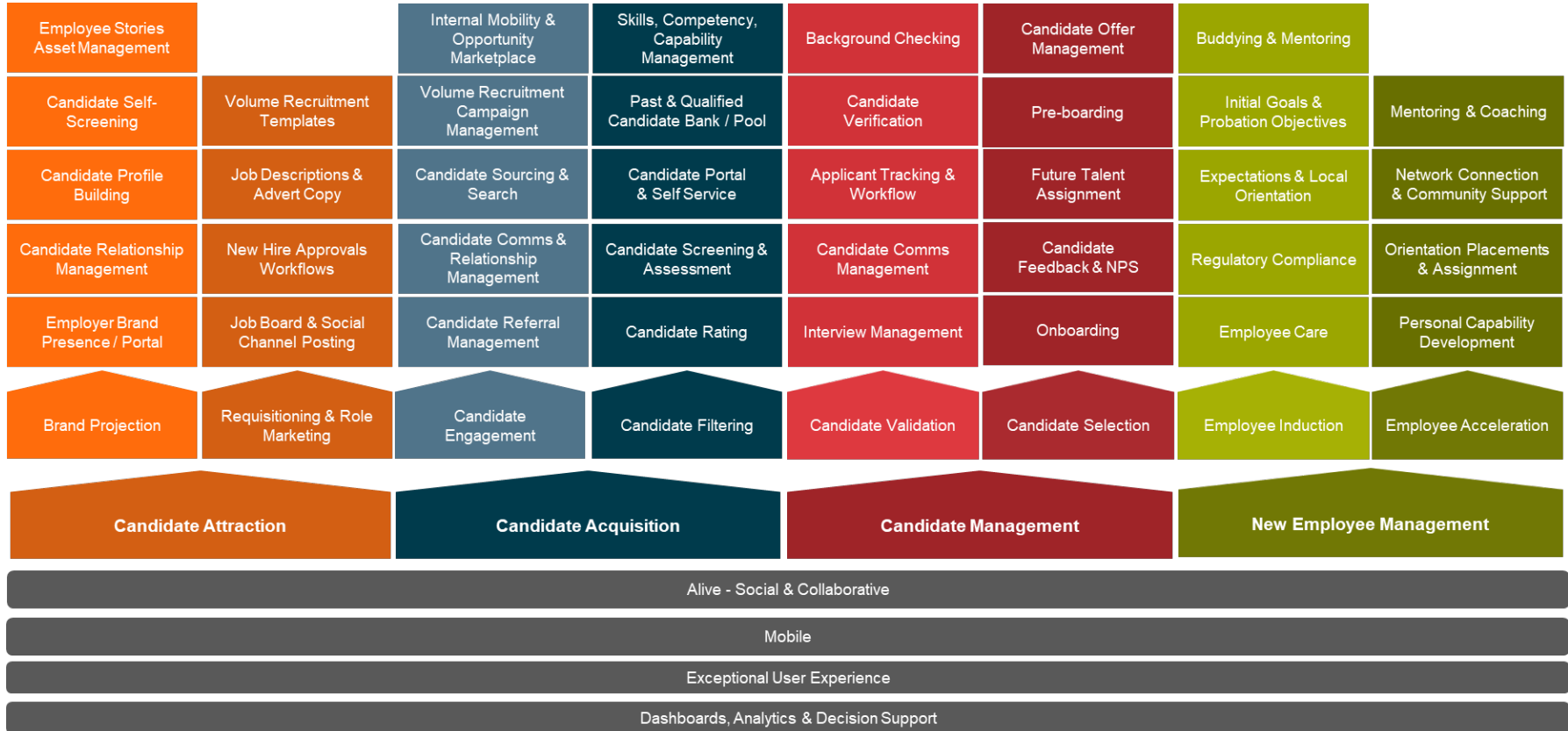
*The most frequently adopted strategies involve either a single TA Suite or a TA module in a broader HCM or Talent Suite*

*18% of organisations don't have any digital solution in place*

**How does talent acquisition in your organisation fit with the rest of your HR technology infrastructure?**



# Fosway - TA Functional Model



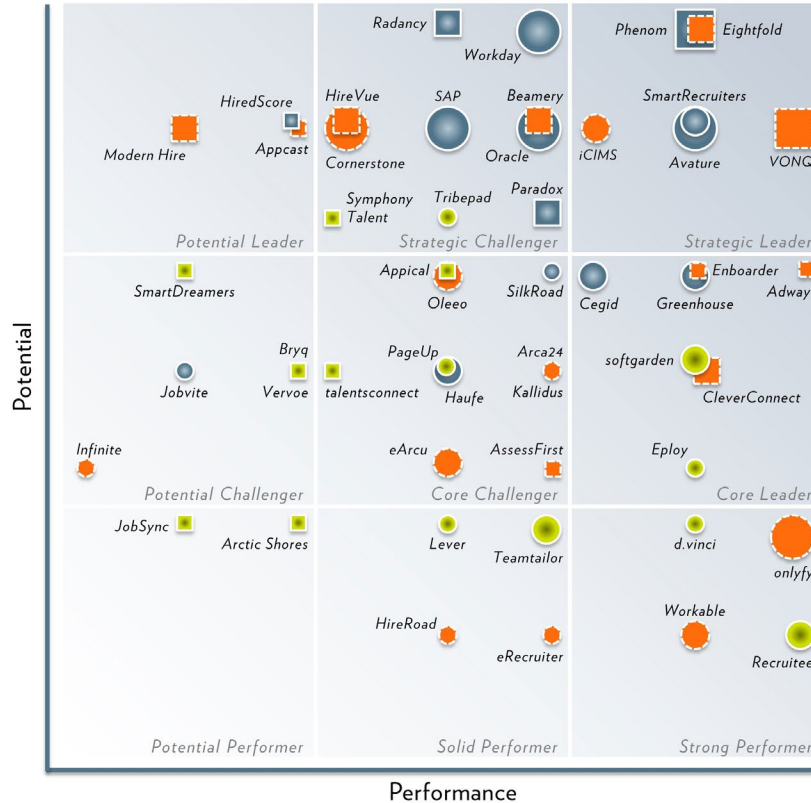
# Fosway 9-Grid™

## Talent Acquisition

2023



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## Key Headlines

TA market gets disrupted again - big shifts ahead

Europe remains resilient

Generative AI shapes vendor solutions - interest is high

Interview revolution continues

## The *top in-demand-areas* for talent acquisition platforms

63%



Candidate  
Relationship  
Management

60%



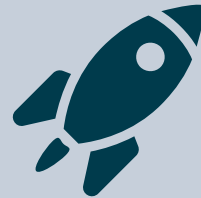
Corporate  
Career Site

59%



Onboarding

50%



Internal Mobility  
Marketplace

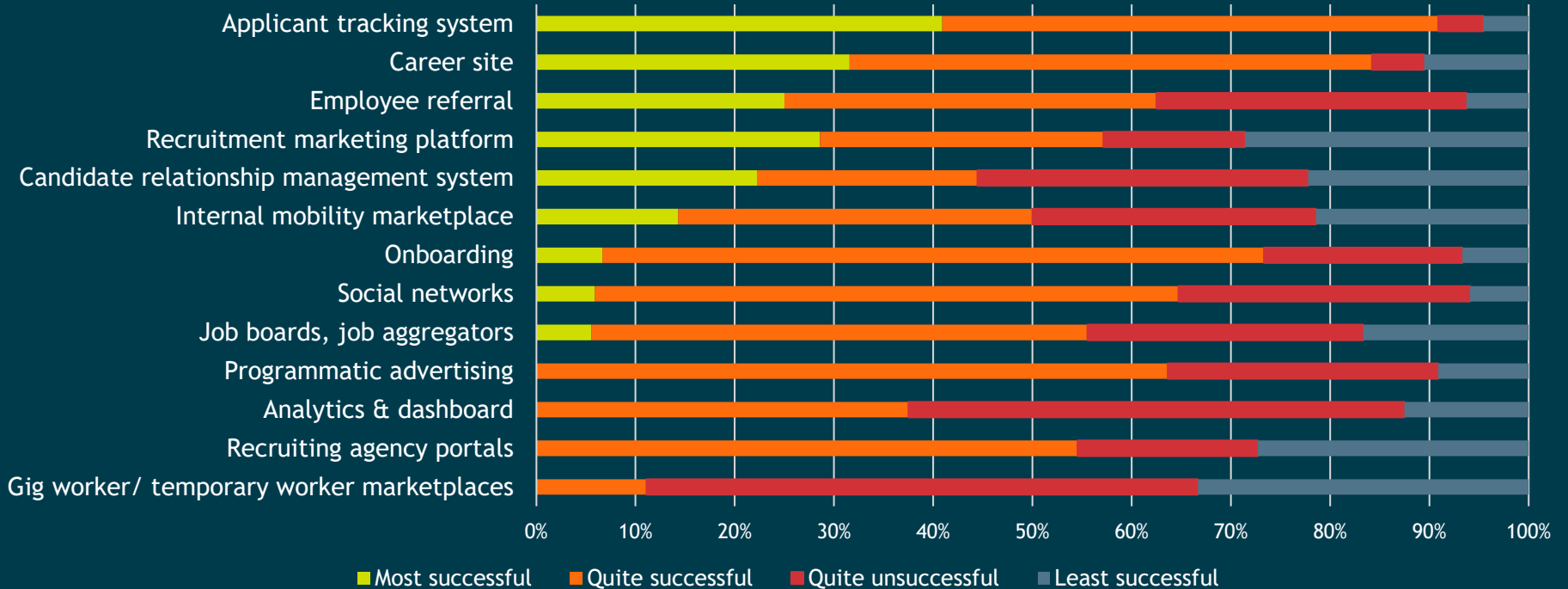
47%



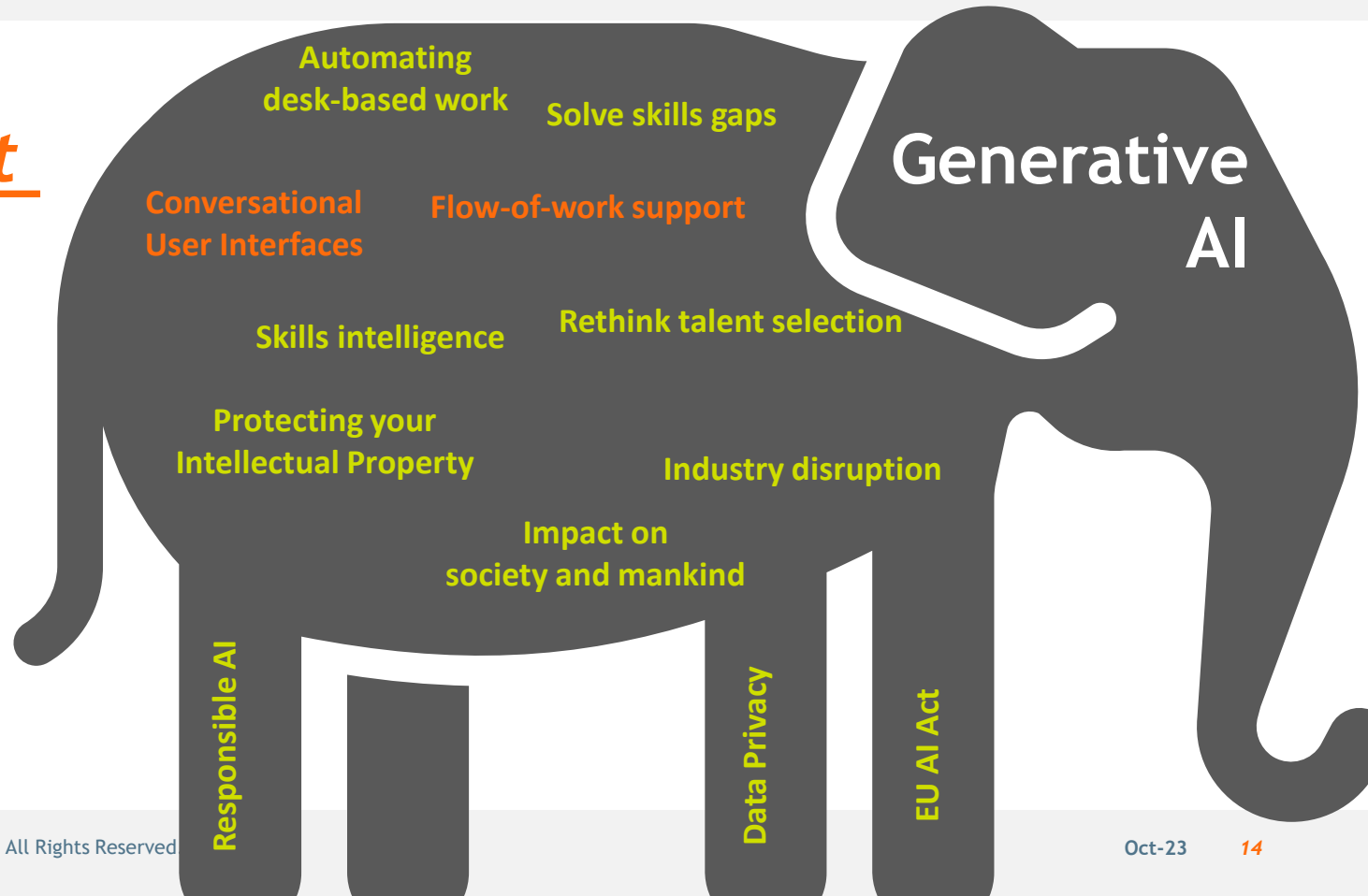
Recruitment  
Marketing

Source: Fosway HR Realities Research 2023

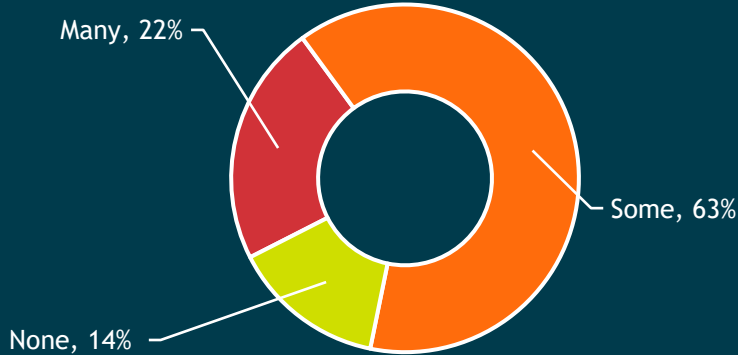
## What Talent Acquisition platforms/ solutions in your ecosystem have been the most successful in supporting your organisation over the past year?



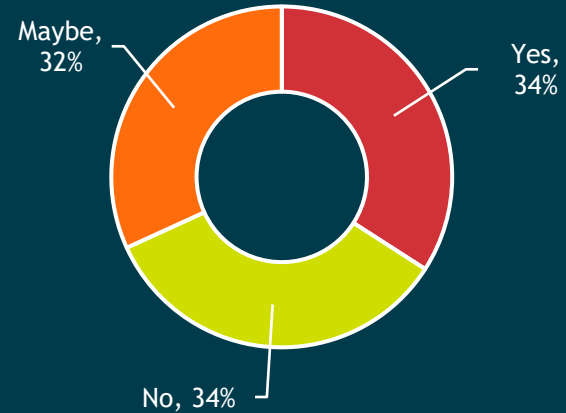
# The (new) Big Elephant in the Room



Do you think the claims for the impact of AI in HR are **over-hyped**?



Have you experienced **any challenges** while implementing AI in your HR processes?



*Only **8%** of corporates do not expect to expand their use of AI going forward*

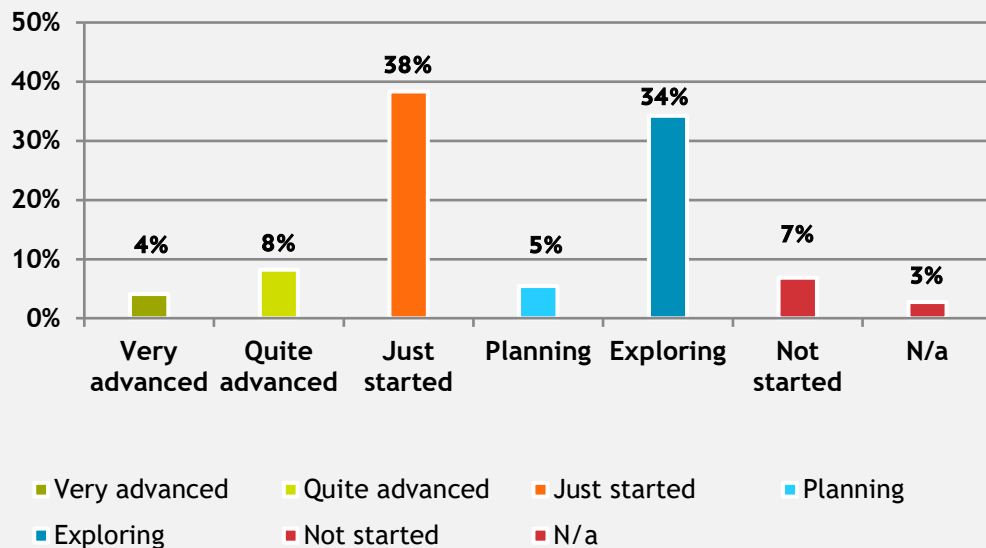
## AI in HR is an emerging practice

Few consider themselves advanced in AI in HR

Most are at formative stages, either just starting, planning or exploring

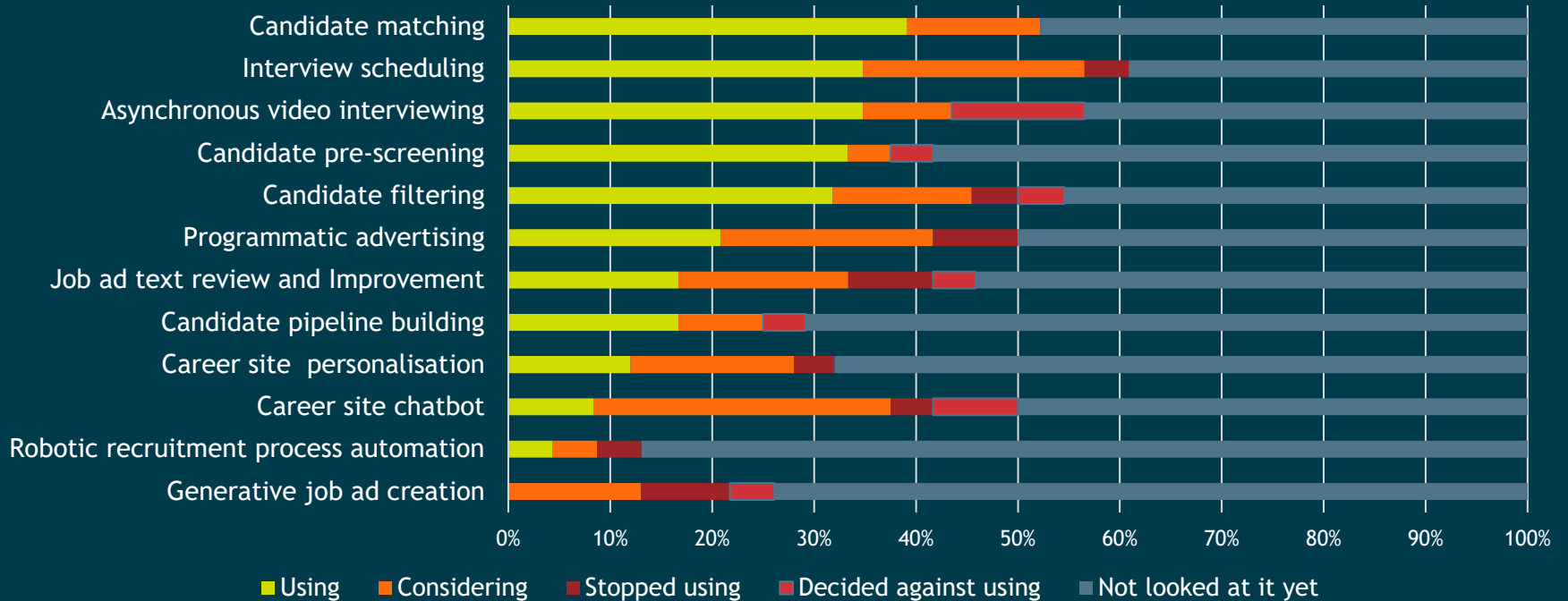
From our market observations, there is a strong dependency on working with a partner who has good AI experience, expertise and capability to help corporates to embrace AI with confidence

### How advanced is your HR team in adopting AI within your people processes



Source: Fosway HR Realities Research 2023

## In which areas are you already using AI in your talent acquisition?



# Generative AI - What are TA Suite vendors...?

## released in 2023

### Text Generation

- Job Descriptions
- Interview Questions
- Career Page Content
- Candidate FAQs
- ...

### Text Summarisation

- Interview Transcription Summarisation & Analysis
- Resume Screening / Analysis

Basic use cases

## planning for 2024

### Conversational UI

- Chatbots for various personas
- Embedded conversational UI

### AI Copilots

- Providing suggestions
- Generating reports
- Helping with decision-making

### Configuration Assistance

### Automated Data Transformation

Productivity assistance

## looking at beyond that

### Semi-automated workflow GPTs

- Candidate pre-qualification

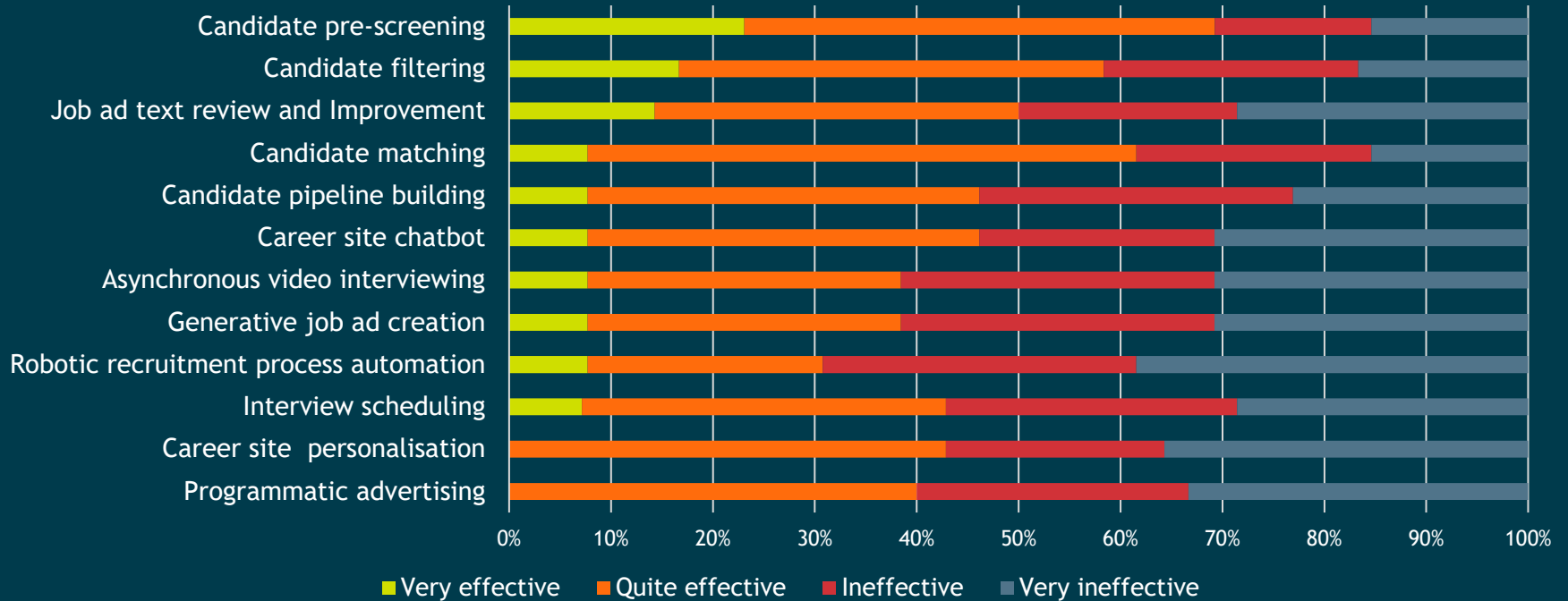
### Automated Workflow GPTs

- AI-conducted Interviews
- Interview Scheduling

Workflow Automation

Specialists are faster to market with (semi-)automated workflows

## How effective is Artificial Intelligence in your talent acquisition solutions at delivering the following?



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- Digital Learning



**Digital Learning Realities 2022**  
 Enabling effective learning experiences for the skills economy

**Only 45%**  
 of L&D professionals say their C-Suite see learning and development as central to the future success of their organisation.

Does your C-Suite see learning and development as central to the success of your organisation?

- Completely: 45%
- Somewhat: 51%
- Not at All: 2%
- Don't know: 2%

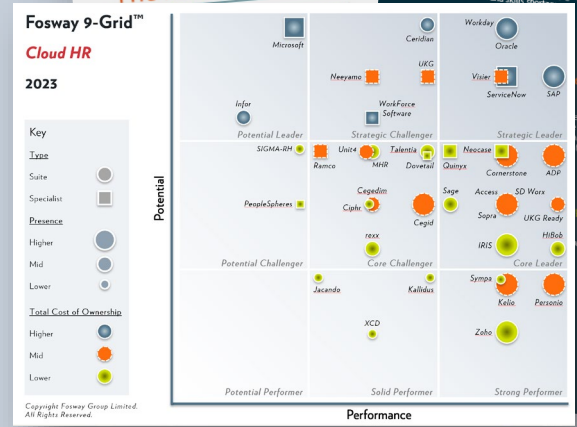
Whilst only 2% report their C-Suite don't see learning as central to success, we should be concerned for the majority who haven't been able to place learning at the heart of their organisation - especially given the ongoing war for talent and skills.

**Less than 20%**  
 believe they are very effective at upskilling and reskilling, onboarding, or business change.

When it comes to anything other than compliance and regulatory training, L&D teams are struggling to meet. Whilst just over half report that their learning strategy is effective for compliance, most would not rate themselves as very effective around many core pillars of organisational learning.

There appears to be a systemic weakness for L&D teams in developing a learning culture, onboarding, upskilling, business change and transformation.

When these are so critical to strategic success, perhaps it's no surprise that many L&D teams appear to slip away from visibility with their C-Suite.



## And remember ... research is just the start ...

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*Our research shows that through standard procurement processes, only 50% of HR Tech buyers feel they chose the right vendor solution, and only 50% of those implement well and achieve clear success*



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