

# THE REALITY OF AI AND TODAY'S WORKER

UNDERSTANDING HOW TECH ADVANCEMENTS AFFECT YOUR PEOPLE STRATEGY



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# INTRODUCTION

The landscape of work is changing dramatically and swiftly thanks to the rise of technology in every industry and all aspects of life. Businesses are constantly adapting to new tech, mindsets, and worker expectations – but is it all for nothing? Will artificial intelligence take the place of workers completely? Will the face of employees resemble a toolbox more than a human? Not quite.

Throughout this guide, we'll dive in to the initial expectations many people and companies had when artificial intelligence started to become mainstream, how AI has actually impacted the work landscape, and what we can anticipate as business and the digital worlds careen forward.

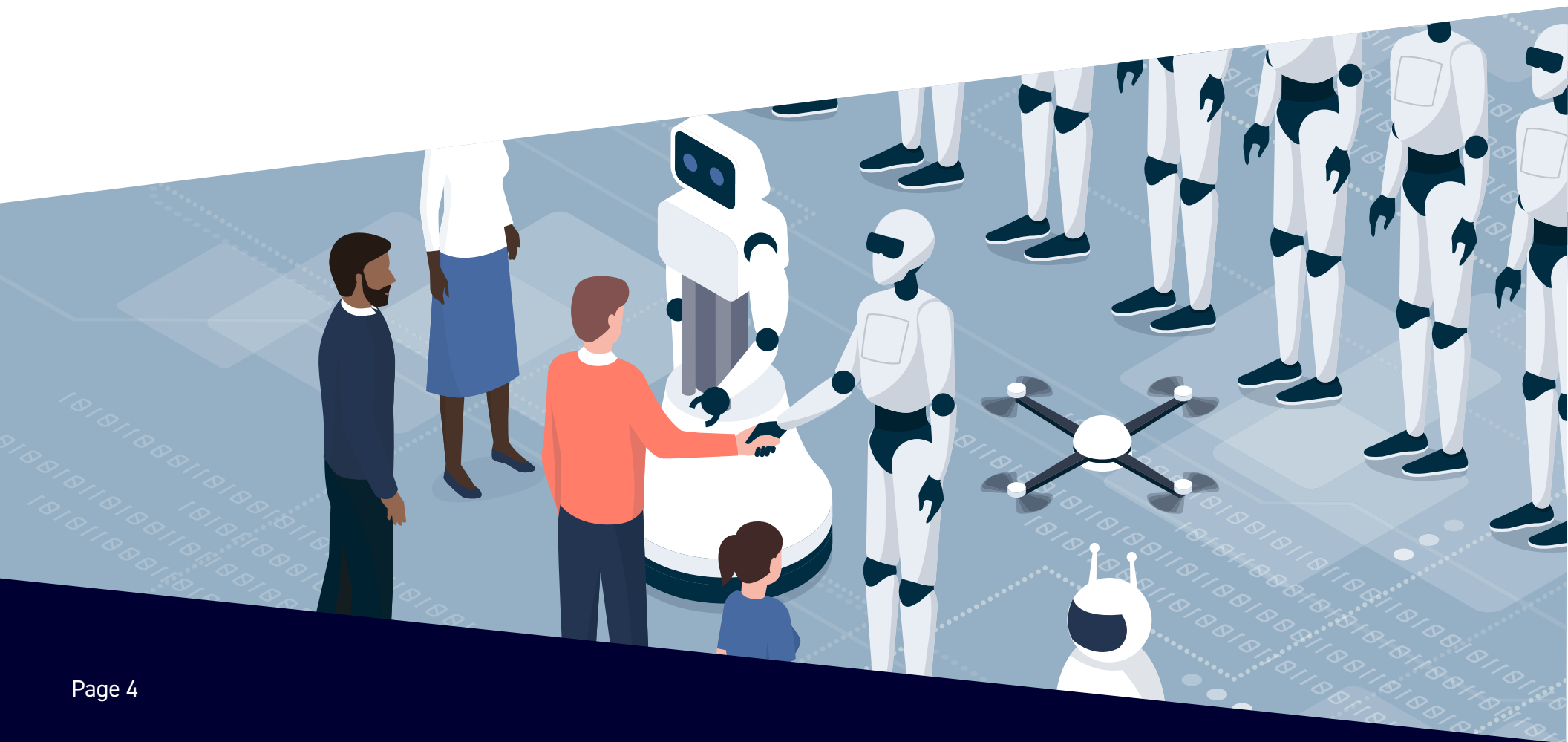
## **We'll explore:**

- How Tech Changes Jobs
- How Tech Influences Behaviors
- How Tech Improves Efficiency
- How Tech Strengthens Partnership

## ROBOTS, AI, AND AUTOMATION - OH MY!

Nearly 85% of Americans use technology that contains AI: drones that deliver packages from booming e-commerce behemoths; virtual assistants like Alexa that order groceries; driverless cars that get you around the city; chatbots that answer our questions. Robots and artificial intelligence have fully integrated into our lives, from social networks to our finances to the temperature of our homes. For years, we've been told that robots are coming for our jobs, but the influence of advanced technology has not proven to be so cut-and-dry.

AI's advancements shouldn't be overlooked either. Virtual assistants average over 90% in voice recognition, which is a better rate than the average human. AI can identify cancer in tissue slides better than human Epidemiologists, predict social unrest a full five days before occurrence, and discover new uses for existing drugs. A leading 75% of businesses in technology, media, and telecommunications predict AI to significantly impact product offerings in the next five years and 80% of business and tech leaders say AI boosts productivity and creates jobs. These advances change the face of our entire world, but the fear of AI and robots deeming humans obsolete has yet to be warranted.

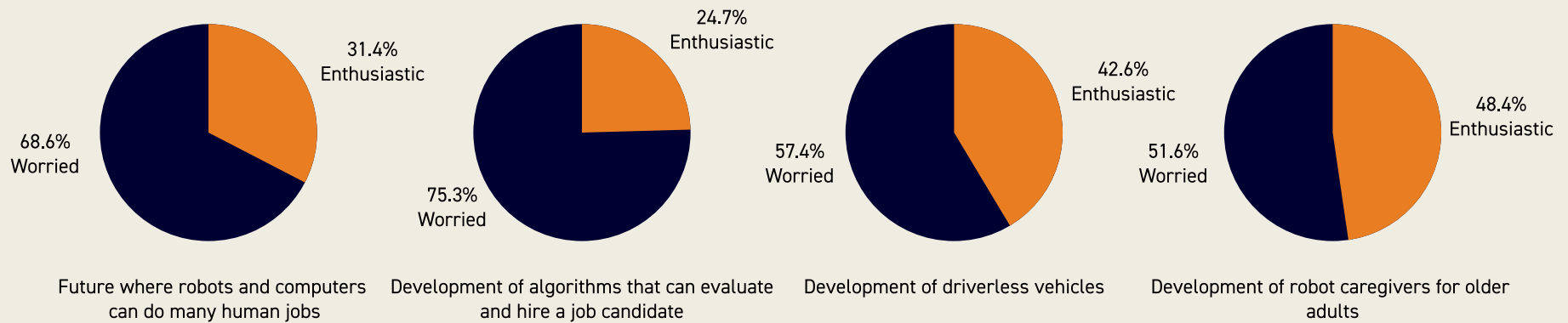


## Expectations

The public is apprehensive about technological development, believing it may widen the divide in economic equality. Americans are about twice as likely to show worry and concern regarding automation than enthusiasm.

They also worry about increased feelings of isolation in older adults as automation increases. Six-in-ten respondents also say they wouldn't want to utilize a robot caregiver or driverless car, and around 75% would not want to apply to companies using AI to review and evaluate applicants.

### AI: PESSIMISM VS OPTIMISM



Source: Pew Research Center

Still, while many Americans expect machines to dominate various professions within their lifetime, a relatively low number (30%) anticipate their own job being affected.

The general outlook has been that as automation increases, human workers will become less essential. But trends show that even with AI touching every sector and industry, the prospect of total human replacement isn't materializing for a number of reasons. Rather, some research predicts that although 1.8 million jobs may be lost by 2020, 2.3 million new jobs will be generated.

## REALITY

While automation has indeed impacted almost every facet of work and life, it hasn't entirely flipped the world as we know it. Instead, it seems we're experiencing a sort of gradual revolution. While our world is changing, people are needed to help adopt, implement, and improve these changes.

Kai-Fu Lee dubbed the "Oracle of AI," author of *AI Super Powers: China, Silicon Valley, and the New World Order* and former Vice President at Apple, Google, and Microsoft explains the misunderstandings around artificial intelligence. While AI empowers businesses to maximize profit, efficiency, and safety – "real AI, not the paranoid fantasies that some self-appointed 'futurists' like to warn us about" will be used to "automatically optimize human-given goals."

This isn't to say that some jobs won't eventually be replaced, if they haven't been already. In Brookings Institution's annual report, over 36 million Americans hold jobs with "high exposure" to automation, meaning that a minimum 70% of their daily tasks could be performed through automation or machinery. This means upskilling and reskilling will be important to many workers—as well as simply being adaptable to changing conditions.



## AUTOMATION MEETS THE PEOPLE



### SUPPLY AND DEMAND

Automation of services like retail and hospitality increases demand for services and goods, meaning more work for humans. The same thing happened during the Industrial Revolution when machinery entered the workforce. Instead of eliminating the need for employed cloth weavers, the demand for labor swelled. While the jobs' tasks changed, with workers operating machinery rather than weaving, the need for human operators only grew. The same thing is happening in warehouses now, with warehousing and manufacturing jobs sitting open while unemployment levels rest at an all-time low. The technology is there, but not the people needed to make it work well.



### HUMANS REQUIRE CONNECTIONS

While chatbots can answer questions ranging from basic to complex and supply information, they cannot yet offer the soft skills and insights that humans offer. From creative thinking and leadership to teamwork, people still provide a much-needed human connection in many circumstances. Consider that in customer service roles, understanding context and even irrational thought is vital in delivering a positive or successful customer experience. Great customer service goes beyond just understanding the words being said. Perhaps that's why in a recent survey, the majority of customers say that above all else in customer service, they value speaking to a real person.



### COMPLEXITY REMAINS

With the labor shortage worsening, businesses are focusing their human workforce on the jobs that can't simply be done by AI, allowing more time for focused, meaningful work and less on routine tasks. A DHL trend report writes: "Finding enough labor for the logistics industry could become extremely difficult or even impossible. In answer to this, managers are learning the advantages of supplementing workers with collaborative robots, effectively allowing people to do more complex and rewarding tasks while at the same time improving overall productivity."



### INNOVATION DOESN'T DIE

In some companies, the addition of robotics actually allows for the ability to add jobs that require new skills and the ability to operate the robotic tools. Because people will have more time conducting less menial work, they can spend time ideating and developing new innovations with human-focused goals. Strong businesses don't stand by idly once things are running smoothly; they continue to find ways to keep their competitive edge and continue to grow.



## USING AI TO CONNECT

So how are employers using AI to source more workers that better fit their goals? Data. With the abundant amounts of data now accessible, companies are able to make more strategic decisions in hiring and staffing. There are a number of tech-based tests and assessments that aid in determining whether a candidate is the right fit, including soft skills assessments, virtual reality assessments, and video interviews.

Others use data from the recruiting process to determine percentage of bad hires, costs per hire, hiring source, and average length of the hiring process. From this, companies may be able to determine where to allocate resources for hiring, note traits of strong hires over time, where to cut down on wasted time during the process, and even improve the candidate experience.





## THE HUMAN ELEMENT

Although technology can provide artificial intelligence, it doesn't have a distinctively human quality: emotion.

When developing friendships, people continue to reach for trusting, tangible relationships. When listening to a leader, we crave a voice that instills inspiration and excitement. Technology has changed how we interact within our various relationships; it has not changed the instinctive way humans crave to relate.

As we navigate through the changing tide of technology and business, we work around understanding the flotsam and jetsam that remains crucial to operations: recruiting, production, hiring costs, and work culture. Taking advantage of tech, automation, and AI gives you the ability to work more efficiently. It also gives you access to the people your business needs to support these goals, the humans who add an emotional element to what you offer.

Recruiters are taking the technology at hand to amplify their reach among human candidates. How are recruiters using data collected in their talent acquisition efforts?

### TOP USES FOR DATA IN TALENT ACQUISITION



Source: LinkedIn

While automation can ultimately streamline procedures and diminish errors throughout the hiring process, there are pieces of the hiring journey that for now cannot be replaced with AI.

#### What are some of these aspects?

- Building relationships with job seekers and candidates
- Gauging potential beyond previous experience and credentials
- Assessing the candidate and culture fit of the candidate
- Sensing candidate's soft or interpersonal skills
- Convincing candidates to take an offer to join the company



## WHERE IS AI IN STAFFING?

We've seen automation venture into the world of hiring, predominantly in the gig economy with apps like Uber and DoorDash. Mobile has become the go-to for job seekers. But other than finding a single worker for a specific task or need of one sole customer or the next, how is AI making waves on the staffing and recruiting side?

Job seekers are turning to their mobile devices more than ever to find jobs at any time and wherever they are. When your staffing partner is accessible through a bespoke system developed particularly for your needs and the convenience of workers, the ability to reach employees shifts from the traditional 9 to 5 to the more modern 24/7. Today's job seekers are used to intuitive customer experiences and expect to receive notifications for new job listings. That's why you want to connect with workers as soon as you post a job. Through JobStack, PeopleReady's hiring app, qualified workers are immediately notified and have the opportunity to select that position. The order fulfillment happens in real time, and even better – you can see it happen from wherever you are.

But we understand that AI is just one half of effective, personalized customer service. When it comes to understanding the customer's particular job site or having local knowledge and insights into what is available and where, with PeopleReady, the human element is still there to complement the mobile experience.

## MEET JOBSTACK.

PeopleReady is a full-service staffing partner, meaning we offer the benefits of traditional staffing along with the ease and seamless experience of our mobile app, JobStack.

For traditional staffing partners, filling last-minute orders can be a challenge. Much like app-based partners, full-service partners have the technology necessary to get in front of workers whenever you need them. This unique blend of technology and human interaction means your order is being touched twice, which increases the chance that it will be filled on time. A major drawback of app-based only staffing model is that they aren't everywhere. A full-service staffing partner has the local footprint you need to reach the candidates that fit your requirements. A local footprint allows for relationships between recruiters and job seekers to develop often and over time.

### THE RIGHT WORKERS, RIGHT AWAY

Your business requires specific talent – so the right workers are paramount to ensuring you meet your goals. Finding the right temporary workers in a job seeker's market starts with finding the right partner. With PeopleReady, you're partnered with a full-service staffing partner, allowing you access to the mobile app, JobStack, and over 30 years of experience and more than 650 branches nationwide.

**Mobile and Web Enabled:** Multiple access points give you greater transparency into your staffing orders. JobStack offers you both mobile and web portal access, meaning you can order, track, and review workers from the comfort of your desk or with a few taps on your mobile device.

**Around-the-Clock Access:** The inner-workings of your business don't stop when the clock strikes 5. Whether you need a last minute order, things are busier than expected, or you're dealing with a natural disaster – we're here to support you. You can order the workers you need wherever you are and whenever you need them, and receive real-time notifications as your orders are filled.

**Grow Your Team:** Rate each worker we send to your jobsite. Invite the highest-rated workers back for another shift to build a customized team of temporary workers for the consistency you need – because your operation requires the best suited workers possible.

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