

# Find the right talent

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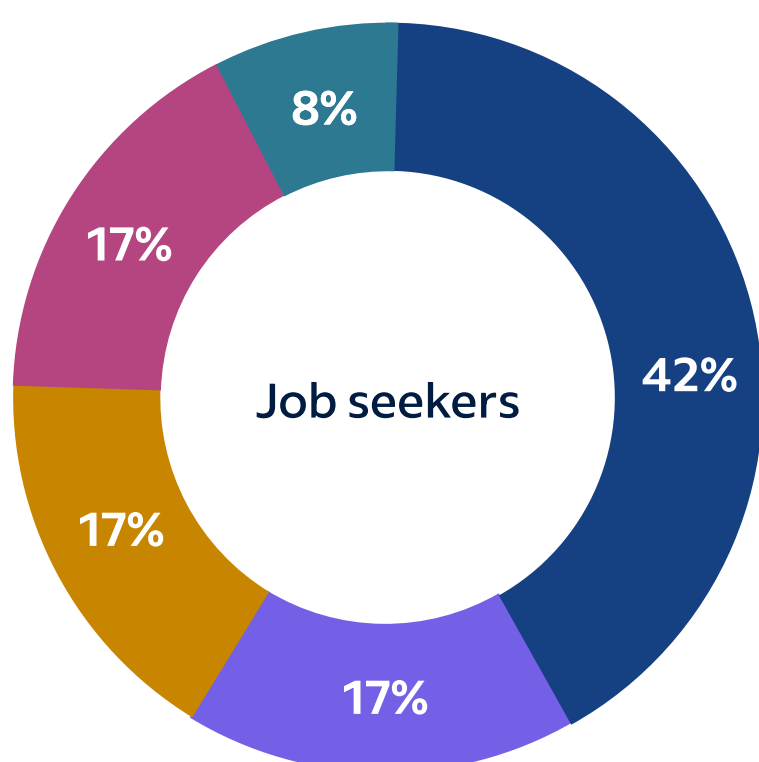
### How difficult is it to find quality in hiring?

An Indeed survey revealed that job seekers say their biggest challenge is a dearth of quality roles to apply for. But employers say their biggest hurdle is a lack of quality applicants. The problem, however, is neither a lack of good roles nor a shortage of applicants to fill them. The challenge lies in the difficulty of connecting the right candidates with the right jobs.

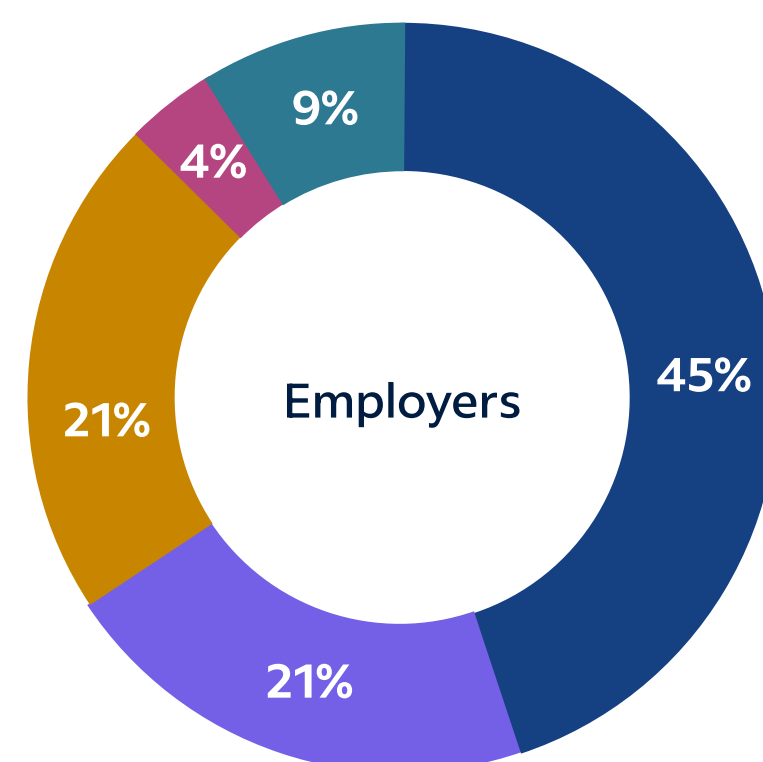
#### Job seekers and employers are struggling to find what they are looking for

**Job seeker question:** How difficult is it for you to find quality roles to apply for?

**Employer questions:** To what extent, if at all, is a lack of quality candidates an issue for your organization?



- **Exceptionally difficult**  
I can't find enough quality roles to apply for
- **Very difficult**  
The majority of open roles don't meet my needs or skills
- **Somewhat difficult**  
The majority of open roles don't meet my needs or skills
- **Not at all difficult**  
A fair number of open roles aren't relevant to my needs or skills
- **Don't know**



- **Critical**  
We can't find enough quality candidates
- **Significant**  
The majority of applications don't meet our open roles' needs
- **Somewhat**  
A fair number of applicants aren't relevant to the role
- **Not much**  
Most of our applicants meet our open roles' needs
- **Don't know**

## AI is reshaping hiring

AI is changing the hiring landscape for both job seekers and employers. For job seekers, the introduction of AI in the workplace means that the skills they need for future roles are currently being rewritten — so no one has them all yet.

For employers, AI technology can now help hiring managers find qualified talent more easily and quickly by helping to curate great job postings and sorting for skills before other qualifications. For example, in the past, applicants would have to include the exact language used in a job description to be recognized as a potential match. With the help of AI, employers can identify whether a candidate has the right skills more quickly and effortlessly.



Employee has experience  
**working the register at a café**

Match

Employer wants  
**retail point-of-sale experience**

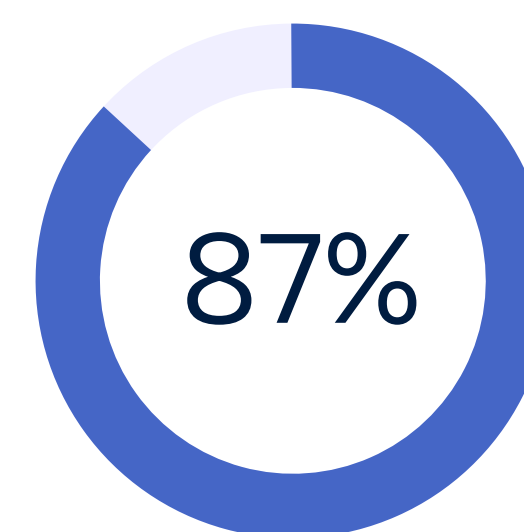


## The role of AI in the hiring process

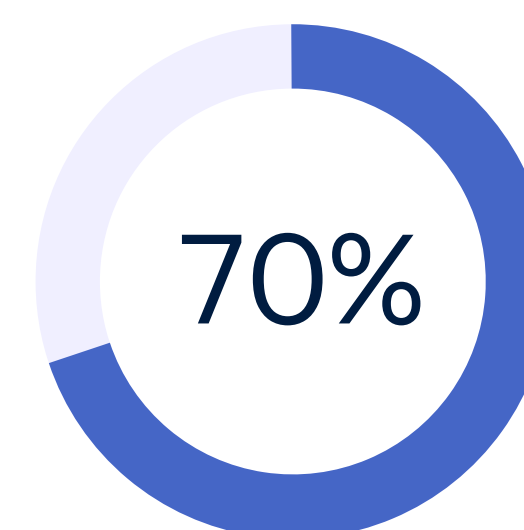
Job seekers are using AI tools to do things like research companies, draft cover letters, and prepare talking points. Meanwhile, HR/TA decision makers are using AI to summarize resumes, write job descriptions, and generate interview questions, among many other things.



## Who is using AI tools?



of HR/TA decision makers<sup>1</sup>



of job seekers<sup>1</sup>



## How Indeed uses AI to provide better job-matching context

Since its inception, Indeed has leveraged AI to power millions of connections between job seekers and employers through features such as “Invite to Apply”, which sends AI-based job recommendations to job seekers based on their resumes, Indeed profiles, and other qualifications.

More recently, by using OpenAI’s GPT models and fine-tuning capabilities, Indeed has enhanced the personalized language in its Invite to Apply feature to better explain why a candidate’s background or previous work experience makes them a good fit for the job.

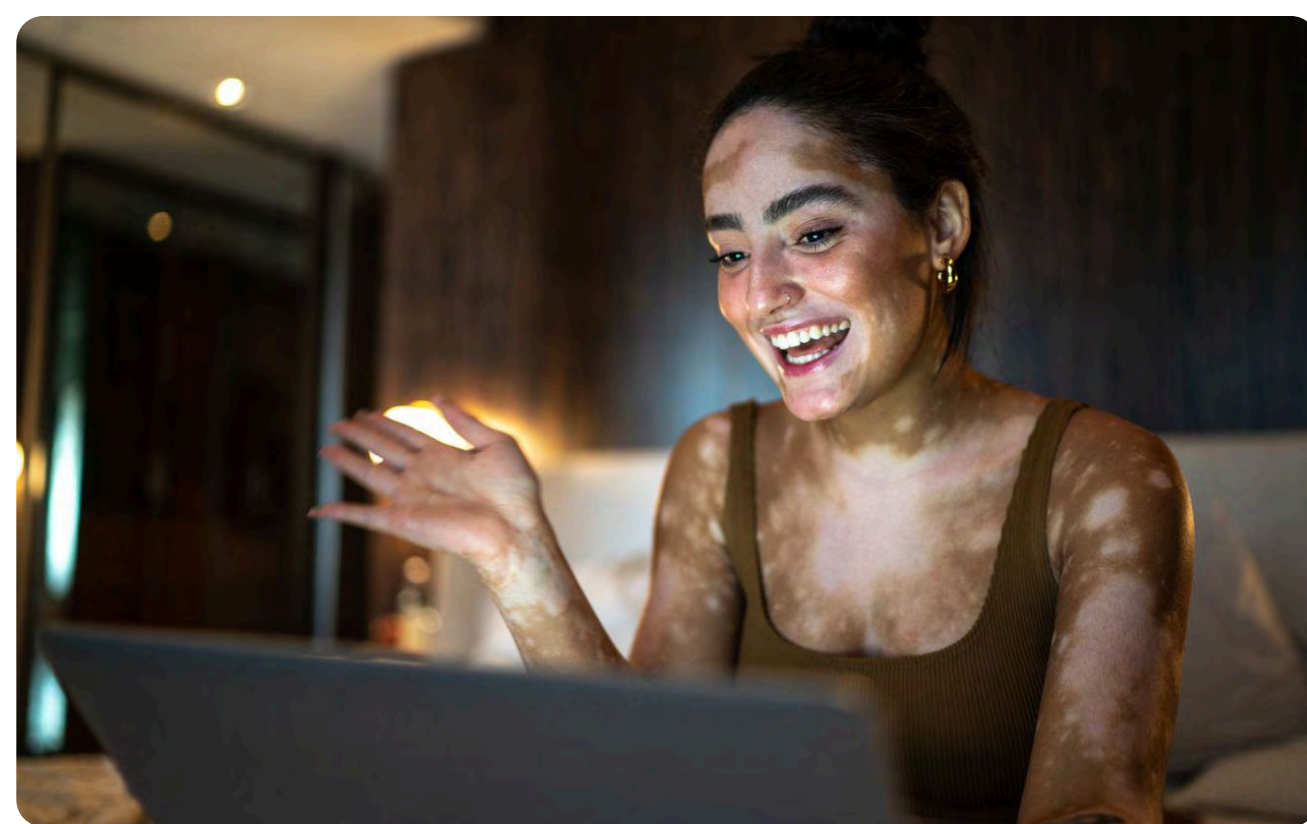
Nearly a dozen products at Indeed incorporate OpenAI technology to deliver more personalized and compelling experiences to help job seekers discover new opportunities and to help employers hire faster. Two examples are:

- 01** Indeed’s AI Job Description Generator combines the power of OpenAI’s GPT with Indeed’s own proprietary AI to create compelling job descriptions quickly. An initial description created by OpenAI’s GPT gets tailored with specific phrases and details to attract relevant candidates using Indeed’s unique and vast data on what it takes to hire successfully.
- 02** Candidate Highlights, a feature of Indeed’s Smart Sourcing, is a GenAI capability that analyzes and summarizes each resume to suggest why a candidate could be a great fit for your role, or to point out potential gaps in their experience. This accelerated evaluation enables you to make better-informed hiring decisions to preserve both your employer brand and the candidate experience.

## How to get matched with, or search for, quality candidates

With Smart Sourcing users automatically receive a shortlist of candidates who match job criteria across a variety of industries, skills, and educational backgrounds. Matching is based on information collected from the jobseeker such as skills, experience, and preferences.

Smart Sourcing also helps you find talent for hard-to-fill roles using Boolean search words like AND and OR to narrow or broaden search results. When you’re ready to reach out, you can instantly create AI-assisted messaging that draws from a candidate’s resume and the job description to engage potential applicants.



Smart Sourcing facilitates on average

**70,000**  
**successful connections**

between employers and job seekers each day<sup>2</sup>



## Shaping tomorrow's leaders starts with today's teachers

When it comes to education, Challenger School is a grade above the rest. Its curriculum teaches students to be independent, lifelong learners. And it all starts with the teachers it hires. But finding great teachers for 25 campuses across 5 states is tough. So how does Challenger School find quality educators who get what they're all about? Challenger School uses these tools to make hiring a breeze. Here's how they work:

- [Sponsored Jobs](#) deliver 60% more applicants on average than non-sponsored jobs.<sup>3</sup>
- [Indeed Smart Sourcing](#) lets you search for, and get matched with, quality candidates nationwide.
- [Indeed Targeted Ads](#) helps ensure the right candidates are seeing your ads.
- [Indeed Hiring Events](#) is an affordable way to bring talented applicants together. You'll spend less time looking for them and more time meeting them.
- [Company Pages Premium](#) helps you tell your company story through photos, videos, social feeds, and templates.



### Need help finding the right candidates?

[Talk to an Indeed Specialist today](#) about solutions like Smart Sourcing, Indeed Hiring Events, Sponsored Jobs, and Employer Branding that use the latest in HR technology to help you zero in on top talent. We're here to help with these and other solutions so you can discover, connect with, and hire the quality candidates you need to fill all your open roles fast.



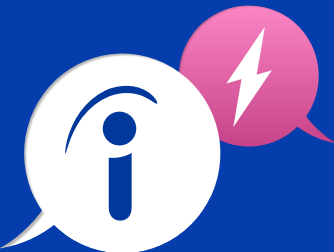
HIRING SOLUTIONS AT-A-GLANCE

# Hiring? All you need is Indeed

## Reach your hiring goals faster with our suite of solutions

From attracting the best candidates, to connecting with your next hires faster, wherever you are on the hiring journey, we have solutions to help. This guide outlines how our solutions work - and how they work together - to get you closer to the hire. And of course, we're here to help every step of the way.

|                                                  | Attract Candidates                                                                                           |                                                                                                 |                                                                                                |                                                                                         | Connect with Candidates                                                                                      |                                                                                               |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Product Overview                                 | Employer Branding Hub                                                                                        | Employer Branding Ads                                                                           | Featured Employer                                                                              | Sponsored Jobs                                                                          | Smart Sourcing                                                                                               | Indeed Hiring Events                                                                          |
|                                                  | Joint Indeed and Glassdoor platform that lets job seekers explore life at your organization before applying. | Display ads that help share your unique employer brand story with job seekers across platforms. | Highlights your brand with logo placement and branded messaging across job seeker touchpoints. | Paid for job postings that promote your open roles to millions of relevant job seekers. | Database of millions of job seeker profiles that you can use to proactively find and engage with candidates. | Virtual or in-person events with built in advertising and automated screening and scheduling. |
| Why use them                                     | Showcase your company's culture and get access to site and competitor analytics.                             | Generate awareness and favorability for your organization leading job seekers to apply.         | Increase applications and amplify employer brand presence.                                     | Increase visibility for your open jobs.                                                 | Proactively source candidates using AI matching or search and immediately connect.                           | Make multiple hires in one day and streamline interview screening and scheduling.             |
| Need to make hires quickly                       |                                                                                                              |                                                                                                 |                                                                                                | ✓                                                                                       | ✓                                                                                                            | ✓                                                                                             |
| Need more applicants                             | ✓                                                                                                            | ✓                                                                                               | ✓                                                                                              | ✓                                                                                       | ✓                                                                                                            |                                                                                               |
| Multiple openings for same job title             |                                                                                                              |                                                                                                 |                                                                                                | ✓                                                                                       | ✓                                                                                                            | ✓                                                                                             |
| Need to reach specialized audience               |                                                                                                              | ✓                                                                                               |                                                                                                | ✓                                                                                       | ✓                                                                                                            |                                                                                               |
| Need better quality applicants                   |                                                                                                              |                                                                                                 |                                                                                                | ✓                                                                                       | ✓                                                                                                            |                                                                                               |
| Ideal candidates unaware of company or open jobs | ✓                                                                                                            | ✓                                                                                               | ✓                                                                                              | ✓                                                                                       | ✓                                                                                                            |                                                                                               |
| Need to hire in a new market                     | ✓                                                                                                            | ✓                                                                                               | ✓                                                                                              | ✓                                                                                       | ✓                                                                                                            | ✓                                                                                             |
| Need to validate skills                          |                                                                                                              |                                                                                                 |                                                                                                | ✓                                                                                       |                                                                                                              | ✓                                                                                             |
| Need to streamline interview process             |                                                                                                              |                                                                                                 |                                                                                                |                                                                                         |                                                                                                              | ✓                                                                                             |
| Pairs well with                                  | Employer Branding Ads<br>Featured Employer<br>Sponsored Jobs                                                 | Employer Branding Hub<br>Sponsored Jobs                                                         | Employer Branding Hub<br>Sponsored Jobs<br>Indeed Hiring Events                                | Smart Sourcing<br>Featured Employer<br>Indeed Hiring Events<br>Employer Branding Ads    | Employer Branding Hub<br>Sponsored Jobs<br>Indeed Hiring Events                                              | Employer Branding Hub<br>Sponsored Jobs<br>Indeed Interview                                   |



### We can help you reach your hiring goals

[Talk to an Indeed Specialist today](#) about the right solutions to help you discover, connect with, and hire the quality candidates you need to fill all your open roles fast.