A Study on Future of Artificial Intelligence - Chatbots in HR

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Abstract: It is evident that globalization has brought in technological advancements in every walk of human life. Technology has not only eased the work of human beings but also has connected all the corners of the world. The business environment in order to create a conducive atmosphere to sustain competition should place innovation as a prime strategy. In the organization, since human resources play a primary role in converting the business vision into reality, more scope for broadening their exposure is required. Artificial Intelligence has occupied a predominant role in the present innovative business world where more and more such applications are easing the work of human resources. Artificial Intelligence is a simulation of human intelligence. It is a computer based machine which is programmed to function like human beings. Chatbot is one such innovation in the field of Artificial Intelligence which has aimed at improving the tedious Humans Resources functions. This study focuses on the scope of Chatbot, its usefulness and its implications on the future business world.

Keywords: Human Resource, Artificial Intelligence, Chatbots, employees, HR

I. INTRODUCTION

Human Resource refers to personnel in an organization termed as an asset on the basis of skills and competencies. HRM refers to planning the human resource needs of the organization and hiring the right kind and number of people at the right time and placing them in the right job. It also involves developing the skills of the employees to make them more competent in the organization.

The HR department performs the following functions:

1. Recruitment and Selection: it is the process of finding and attracting prospective employees to the organization based on the job requirement that is vacant. It is the first step in creating employee resource. It involves identifying the type of vacancy in the organization, the duties and responsibilities of a specific job and preparing a strategy for hiring the resources.
2. Orientation : the new employees who join the organization needs ample time and energy to adjust themselves to the new environment. It is a process where the employees are taught about the organization's goals and objectives and how to reach those goals.
   It helps the employees get a picture about the job role, the tasks that they have to perform and their roles and responsibilities.
3. Managing Employee Relations: the key to organization success is good employer-employee relation. So the employer must make all efforts to understand his employees both at the personal level and professional level. This creates a sense of belongingness among the employees.
4. Training and Development : employees must be constantly upgraded with their skills and knowledge in a particular dicipline. This ensures the employees to stay in tune with the trend.

The above mentioned functions are performed by the HR department for the enrichment of employee-employer relationship to make the stay of the employees suitable to meet the organizational requirements.

In this context , to further enhance the HR Development as a whole innovation is of prime importance in the present globalization era. HR innovation refers to implementation of new methods to meet the changing trends in the workforce of an organization.

Some of the innovations in HR are:

1. Augmented writing technology to post job ads
2. Programmatic Job Advertising
3. Onboarding app : HR technology that manages onboarding process
4. Chatbots

Google defines Chatbot as, " A computer program designed to simulate conversation with human users, especially over the Internet. A chatbot is also known as artificial conversational entity (ACE) , Chat Robot, Talk Bot, Chatterbox"

Chatbot in HR is Artificial Intelligence powered to perform various HR functions. It enables the organization to fulfill time-consuming and administrative tasks.

1. Chatbot can answer FAQs of the prospective and existing employees.
2. Chatbot enables collection of feedback related to employee experience
3. It acts as an employer branding tool
4. It aids employee scheduling
   Example: At Overstock, employees who are too sick to come into work can let Mila the HR Chatbot know whom then relays that information to their managers.

A. Objectives:

1. To understand the concept and scope of Chatbot in HR management
2. To analyse the implications of chatbot in the organization's environment
3. To analyse the future of chatbot in HR department

B. Methodology:

This study is based on secondary data obtained from various websites, journals, research articles and magazines.

II. REVIEW OF LITERATURE

Integration of business decision making process with Artificial Intelligence has gained acceptance by HR Professionals

despite the fear of being replaced by the machines or robots(Dr Rana, 2018).

HR chatbots are giving a new dimension to the role of HR in the organization by improving the efficiency and enhance the physical process of HR activities.(Dr Reenu Mohan, 2019)

Chatbot allows the recruiters to find records for past applicants. It helps the applicants in understanding the rules and regulations followed by the company and also ensures transparency during recruitment process as well as data management. (Keira Soutar, 2019)

(Richa Verma, Srinivas Bandi, 2019) Artificial Intelligence can be applied to perform routine tasks where less human intervention is required. This helped in retaining the talented employees.

A recruiting and talent acquisition blog "Undercover Recruiter" suggests that AI is expected to replace 16% of HR jobs within the next 10years. Despite the thought that it takes off the jobs of many, it is inevitable to accept the technological advancements towards AI. (Wan Mohd Rusydan Wan Ibrahim, Roshidi Hassan, 2019)

In order to gain customer satisfaction it is quite essential for the HR professionals to stay technologically updated. (Amitabha Gupta, Arup Kumar Baksi, 2018)

A. HR Functions Performed by Chatbot

- <u>Recruitment</u>- chatbot can help in the screening process by not only getting prospective employees information but also performing quick background checks.
- <u>Onboarding employees</u>- chatbots make it a self serve process as they have the ability to interact with the employees onsite and interact with workforce management. Example : softwares like peoplesoft, kronos and Workday.
- <u>FAQs on company policies</u>- chatbots can help in explaining and clarifying any queries by the employees related to the company policies and procedures
- <u>Employee Training</u>- Chatbot involves more interactive participation by employees rather than sitting through a standard training video or watching a power point presentation.
- <u>Common Questions</u>- employees spend many hours each month searching for basic company information. HR bots would quickly get employees the answers they are looking for, making them more productive and ultimately more satisfied.
- <u>Benefits Enrolment</u>- its is one of the most confusing and frustrating process of the HR process. Employees spend vast amounts of time trying to understand the process and complete the required information.
- <u>Annual Self Assessment/ Reviews</u> – Chatbots allow for the instant exchange of the feedback and performance insights that allow employees to constantly be the best at what they do.

III. CHALLENGES OF USING CHATBOTS IN HR

1. Information Security- HRMS should ensure their information does not leave their corporate firewall. Data should be encrypted and fully secure.
2. Legal and ethical boundaries – it should not provide specific opinions which may lead to complications if bad information is given when employees approach

for a query. Say for example, if employee asks "I have heart disease, what health play should I buy?" , the HR bot should give generic guidelines about how to find a better plan.
3. Keeping the bots up-to- date : the enterprise should keep the bots updated with skills and capabilities on par with its growth.
4. Lack of human touch: there will be lack of emotional element while conversing with a bot. The chatbots may be programmed to deliver humour talks yet the employees may not feel like they are talking to a human.

A. HR Bots are not just a necessity, they are an evolution

HR Bots are able to automate manual and repetitive tasks wherein HR bots can gather and analyse information of users just like any human does.

B. HR Bots in India

Although the first chatbot was coded way back in 1966, Chatbots have started to emerge as an important evolution in the business world. Some of the HR bots used in India are:

1. Jenie – India's first AI based smart conversational interface, adopted by Aditya Birla Capital
2. Engazify- a performance management bot which facilitates real time employee feedback and appreciation within the organization
3. JLT Bot – now CHIA is a BoT which does all transactional operations like applying leave, travel requests etc.
4. Amber – flagship product of Gurgaon based start up 'InFeedo' whose aim is to find unhappy and disengaged employees in the company.

A recent Forrester survey stated , "85% of the customer interactions within an enterprise will be with software robots in five years time" and "87% of CEOs are looking forward to expand their AI workforce" using AI to HR bots.

Sensing the opportunities ahead, nearly 200 AI start ups in India are today innovating and creating AI Based solutions for various industries. According to Accenture analysis, AI has the potential to add 957 Billion dollars to India's economy in 2035.

Can HR bots take away the jobs and roles of employees?

While some assume that HR bots can take away most of the jobs of the employees, it does not hold good.

HR bots are just machines which are designed to reduce the burden of the employees by accomplishing repetitive and routine tasks which if streamlined do not require human intervention. The HR bots can perform routine functions like onboarding, training, query resolutions, employee assessments and reviews, exit management, surveys etc.

Chatbots are the future of HR department

By automating the HR processes through Chatbots, it not only saves time and manual labour but also

1. It constantly performs various tasks unlike human beings who may require a break because of boredom
2. It reduces the chances of risk that arises because of human errors
3. It can handle emergencies within fraction of a second

4. It improves the efficiency of human resources by allowing them to perform only the core tasks while the HR bots can perform routine tasks.

Despite the limitations, HR bots or chatbots are sure to streamline most of HR processes and make it much easier. It will improve both the employee efficiencies as well as the productivity of the enterprises.

CONCLUSION

The role of Artificial Intelligence in HR management is emerging. Many people may fear losing their jobs for Artificial intelligence. AI like HR chatbots are meant to smoothen the recruitment process and improve the efficiency of HR professionals. It is seen that HR chatbots can successfully perform simple HR tasks where there is no much human intervention required. However complex issues where decision of HR personnel is required chatbots cannot be used. Although many argue that there is lack of human touch, the businesses with a clear definition of what it requires from the chatbots and by properly programming it, will create a pleasant experience both to the employees as well as job applicants. Emotional intelligence of HR being centric in an organization if integrated properly with artificial intelligence, the HR department can smoothly function in reaching the emerging business objectives.

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