Textio platform | Photo source Textio

PLATFORM USES AI TO WRITE BETTER JOB DESCRIPTIONS

🇺🇸 ADVERTISING & MARKETING

The software studies hiring data and uses augmented writing to help HR staff write the best job descriptions to attract the right staff

Spotted: US-based Textio is using machine learning to help HR improve recruitment practices. Its product, Textio Flow, makes it easier to write more effective job descriptions and other communications, the company says.

Textio Flow uses machine learning to analyse the data a company keeps on its recruitment processes. It also "learns" the company's corporate language and identity. The artificial intelligence identifies what key words and phrases have resulted in better hires. It then uses augmented writing (think Google Smart Compose) to help HR staffs compose more effective job descriptions.

The platform analyses the word choice and context as the text is written. For instance, prompted with "originality", it composes a sentence reflecting how originality figures within the context of that particular job. Textio Flow and its companion, Textio Hire, also analyses text for gender and/or minority bias. That aims to help improve diversity and make sure companies are not inadvertently speaking past their target candidates. Textio Flow is already available through subscription.

3rd May 2019
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Takeaway:

Textio Flow is one of a growing number of innovations to use artificial intelligence and machine learning to streamline HR work. Deloitte noted the acceleration of AI-driven technology aimed at the HR industry in a 2018 report. More than €5 billion has been invested in AI startups, including in HR-focused projects, in the past three years, the report said. Springwise has also spotted other AI innovations targeting HR duties, including bots that conduct interviews and a tool to identify future employees' work styles