

Robert—
—Walters



AI in action

How AI-driven technologies are
reshaping recruitment today



Welcome

“AI is no longer an experiment in recruitment. It is here, embedded in the tools used every day, changing how employers and candidates interact with one another.

At Robert Walters, we see the excitement first-hand: companies are eager to use AI to speed up hiring and reach more candidates. But we also see the concern: how do you stay compliant, protect against fraud, and keep the human connection at the heart of hiring?

Increasingly, clients are coming to us for exactly that — **to add more human touchpoints** into what can sometimes feel like an increasingly distant, tech-heavy process.

They want to strike the balance: using AI to strip away admin and increase productivity, while ensuring authenticity and trust remain at the centre of every hire.

This eguide explores the trends every hiring manager should know about — not only to understand how AI is shaping recruitment today, but to ensure you are using it responsibly, commercially, and ethically.

Because the organisations that achieve this balance will be the ones who build the strongest, most authentic teams.”



Faye Walshe

Director of Innovation & AI
Robert Walters



Contents

1. Introduction 04

2. Executive summary 05

3. AI trends - employers 06

Trend 1: Built-in AI: productivity copilots at the click of a button 07

Trend 2: Job ad & job description writing 08

Trend 3: Candidate outreach & engagement 09

Trend 4: Screening, matching & ranking 10

Trend 5: Interview support 11

4. AI trends - candidates 12

Trend 1: AI-generated CVs, profiles & applications 14

Trend 2: Mass job applications 15

Trend 2: AI interview assistants 16

Trend 4: Deepfakes & identity fraud 17

5. The shifts in recruitment and the big question 18

**6. Conclusion & the Robert Walters perspective:
steps employers should take now** 19

**7. Deep dive: screening, matching and ranking
CVs with AI - efficiency, risk, and guardrails** 20

· Introduction 21

· AI in recruitment matching: the landscape 22

· Human vs deterministic AI vs probabilistic AI in recruitment 23

· Regulatory context: emerging global oversight 24

· Guardrails: a framework for responsible AI in recruitment 25

8. AI in action across the enterprise 27

Introduction

This guide is designed for hiring managers and senior leaders focused on building high-functioning teams for their business.

AI-powered technologies are redefining how job ads are written, candidates are found, shortlists are created, and interviews are run. They are also changing how candidates present themselves, apply for roles, and even attend interviews.

For employers, this means three things:

1. Your hiring is already being impacted.

These trends will shape how you attract the best talent.

2. Your risk profile is changing.

Fraud, bias and regulatory compliance are new realities that must be addressed.

3. Your opportunity is growing.

Those who use AI ethically and commercially stand a better chance of delivering better results for their business and a more trustworthy experience for candidates.

Recruitment is changing at lightning speed. This is your guide to what's happening now and what you need to do next.



Executive summary

1

AI is already embedded across the recruitment process, from copilots drafting job ads to candidates using AI to generate CVs and even answer interview questions in real time.

2

Employers gain speed and productivity, but must navigate risks of bias, legal exposure, and erosion of authenticity.

3

Candidates gain tools to bypass barriers, from mass-application bots to deepfake technology, creating new compliance and fraud challenges for employers.

4

The paradox: the more employers use AI to filter, the more candidates use AI to beat the filters — are we fast approaching a world where AI is just interviewing AI?

5

The opportunity: Employers who act now can gain a competitive edge by:

- Auditing their AI tools and demanding explainability.
- Keeping humans in the loop for fairness and trust.
- Preparing for fast-emerging regulation.
- Using AI ethically to enhance candidate experience.



“AI is reshaping recruitment at speed. The winners will be those who harness its power without losing the human signal.”

Faye Walshe

Director of Innovation & AI
Robert Walters



AI trends for employers



Trend 1:

Built-in AI: productivity copilots & AI at the click of a button

From typing prompts to instant results, AI moves inside the tools recruiters already use.

What's changing

AI has already moved beyond a tool that you open in a separate browser tab. With Microsoft Copilot and LinkedIn's AI suite, artificial intelligence is being woven directly into the apps recruiters and hiring managers already use daily. The shift from prompting to clicking means AI is becoming invisible — it simply works in the background.

The technology

- **Microsoft Copilot:** Drafts documents and emails, summarises Microsoft Teams meetings, analyses data in Excel, creates presentations in PowerPoint.
- **LinkedIn Ad Writer:** Generates job descriptions from a single job title.
- **LinkedIn AI Hiring Assistant** (launching late 2025): Instantly matches candidates to job descriptions without requiring a search query.



The impact

- **New skills:** Copilot, like ChatGPT or Claude, demands prompting know-how, shifting recruiter skills from writing to directing.
- **No-skill AI:** Tools like LinkedIn's Hiring Assistant eliminate even that step, creating "AI at the click of a button."
- **Embedded productivity:** Recruiters save time on admin tasks; AI becomes a constant, sometimes invisible, companion.
- **Risk of over-reliance:** With AI doing more, recruiters risk losing the craft of search and the human judgement that distinguishes true fit from algorithmic match.



"Built-in AI signals a future where technology does the heavy lifting. But recruitment still needs the human eye, to question the shortlist, to validate the data, and to ensure that the candidate behind the AI-matched profile is the right human for the job."

Faye Walshe

Director of Innovation & AI
Robert Walters

Trend 2:

Job ads reimaged: from blank page to instant copy

Generative AI takes the pain out of writing, but only human touch makes ads stand out.

What's changing

Job ads used to be a recruiter's craft: adapting templates, finding the right tone, and tailoring language to attract the right audience. Today, AI tools can generate ads in seconds, often more polished than human-written versions.

The technology

- **LinkedIn Job Ad Creator:** Produces a complete job description from a title, with the option to benchmark against top performers.
- **Textio:** Analyses ads for inclusivity and predicts which words resonate across different demographics.
- **ChatGPT:** Widely used to draft and re-write job descriptions, shift tone, or add keywords on demand.



The impact

- **Speed & efficiency:** Recruiters and employers no longer start with a blank page — ads are drafted instantly.
- **Inclusivity:** Tools like Textio highlight biased phrasing (e.g. “competitive” skewing male, “supportive” skewing female).
- **Consistency:** Corporate tone can be standardised across teams.
- **Risk of convergence:** If employers rely on AI outputs without editing, ads may lose originality and employer voice. But with careful prompting and human refinement, AI can also help create more distinctive, branded messaging.

Robert Walters case study: The Robert Walters AI Ad Writer

In February 2024, Robert Walters launched its own bespoke designed AI Ad Writer, trained on everything we know about writing appealing, inclusive job ads that capture each client's unique proposition.

Before launch: recruiters often spent up to an hour drafting each ad.

After launch: Ads are produced in **under 90 seconds**, freeing recruiters to perfect ads, rather than draft from scratch.

Results in the first 3 months: AI-written ads received **68% more applications** thanks to improved SEO, visibility, and resonance.

Commercial impact: Placements rose by **26%**.

Our lesson: When AI is guided by deep recruitment expertise and client insight, it doesn't just save time, it drives measurable hiring outcomes.

Trend 3:

Smarter outreach: AI-powered candidate engagement

AI-written emails are getting faster responses and changing how employers and recruiters connect at scale.

What's changing

Candidate communication is one of the fastest-moving areas of AI adoption. Where outreach once relied on recruiters drafting every message, new tools can now generate personalised InMails and emails in seconds. Early adopters are already seeing increased response rates and faster replies as a result.

The technology

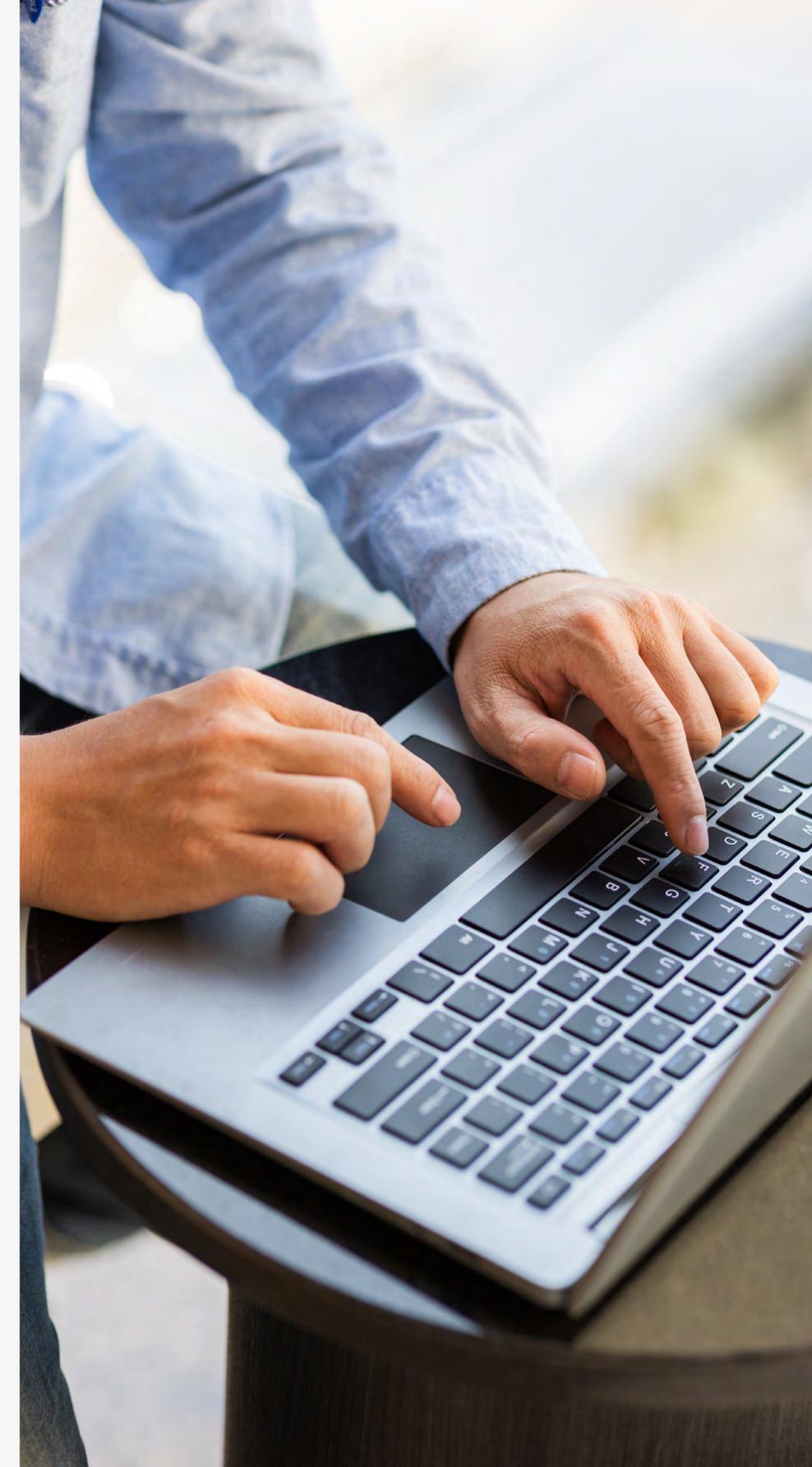
- **LinkedIn AI-Assisted InMail:** Drafts tailored messages using candidate profile data, integrated directly within LinkedIn.
- **Microsoft Copilot for Outlook:** Suggests drafts, tone variations, and rephrasing for email outreach.



The impact

- **Faster engagement:** AI-generated outreach is reducing time spent on message drafting.
- **Stronger response rates:** Early LinkedIn data shows AI-assisted messages achieved **40% more InMail acceptances** compared to non-AI messages¹.
- **Quicker replies:** Candidates are responding up to **10% faster**, accelerating talent pipelines. (Note: still early data, but this trend is emerging.)

¹ Impact of LinkedIn's AI tools for recruiters



Trend 4:

Screening, matching & ranking

AI can prioritise candidates in seconds, but can it do so fairly?

What's changing

Recruiters face a growing deluge of applications, making effective shortlisting both vital and challenging. AI-powered screening tools promise speed and consistency by instantly reading job descriptions and ranking candidates against them. But these same systems carry deep risks: bias amplified at scale, legal exposure, and the loss of contextual nuance that only human judgement provides.

The technology

- **LinkedIn AI Hiring Assistant:** Auto-generates shortlists from job descriptions.
- **SeekOut:** Builds profiles from public data and suggests matches.
- **Eightfold AI:** Predicts skills adjacency and career progression.
- **Entelo:** Applies AI to diversity-focused sourcing.



The impact

- **Speed & scale:** Shortlists delivered in seconds, drawn from vast datasets.
- **Bias & transparency:** Vendors often cannot explain rankings or scores attributed to candidates, a critical risk under the EU AI Act.

Deep dive: Screening, matching and ranking CVs with AI (5-7 min read)

One algorithm can reject a billion candidates. One AI system can rank the same CV in two different ways. The difference isn't just technical, it determines whether talent is locked out or given a chance. In this deep dive, we unpack how AI is reshaping the way CVs are screened, matched, and ranked, and what guardrails every employer needs to stay fair, fast, and compliant.



Trend 5:

Interview support

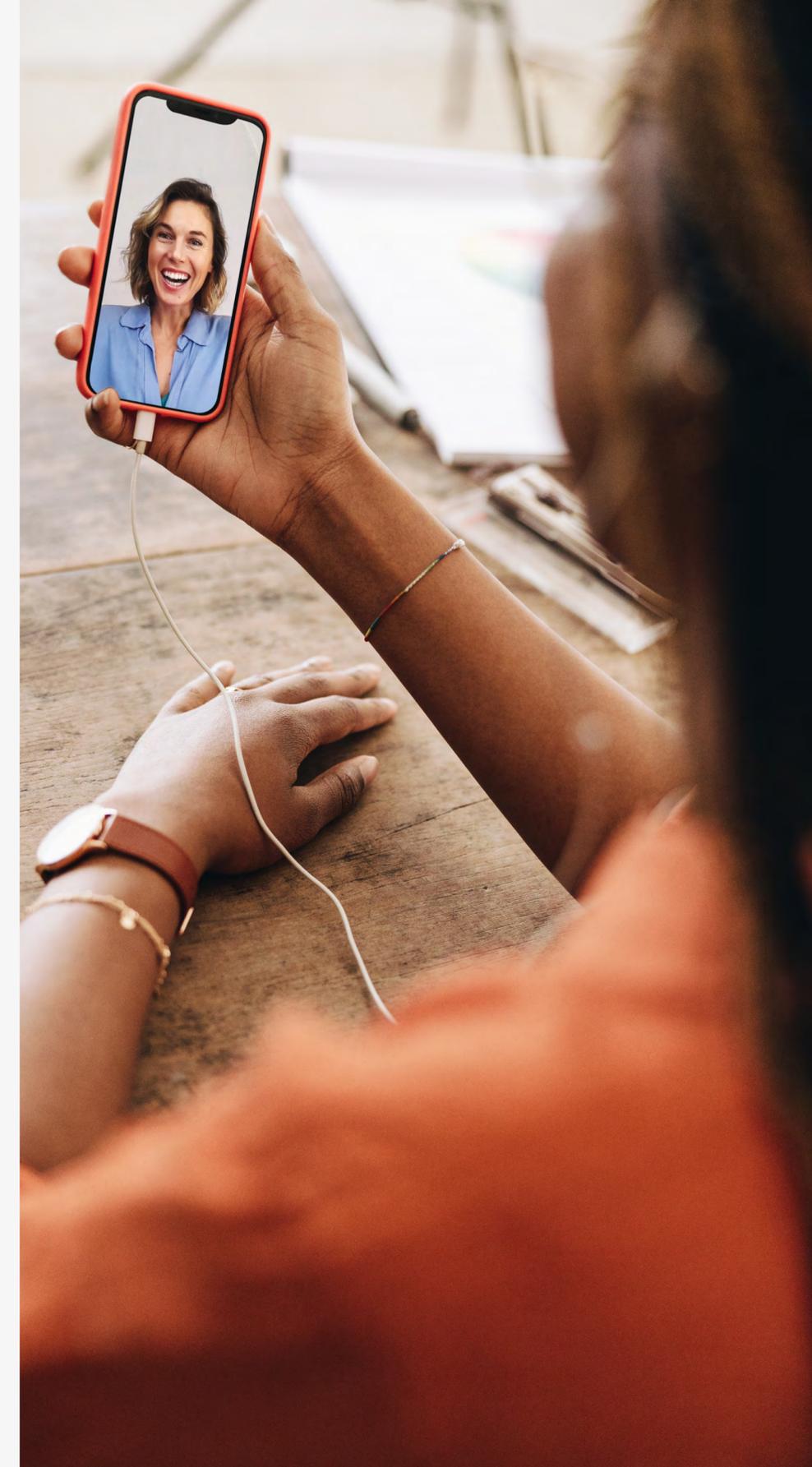
AI is reshaping how interviews are prepared, recorded, and reviewed.

What's changing

With video now the dominant medium—used in approximately **82% of interviews** and projected to remain so—AI is stepping into the virtual hiring process. More point-solutions are emerging to help employers build structured interview guides, capture and transcribe conversations, and generate clear post-interview summaries. The goal: more efficiency, a better candidate experience, and fewer administrative burdens.

The technology

- **Metaview:** Records and transcribes interviews, delivering structured summaries and interview highlights.
- **Hireguide:** Helps generate structured interview guides with evidence-based questions aligned to job requirements.





AI trends for candidates

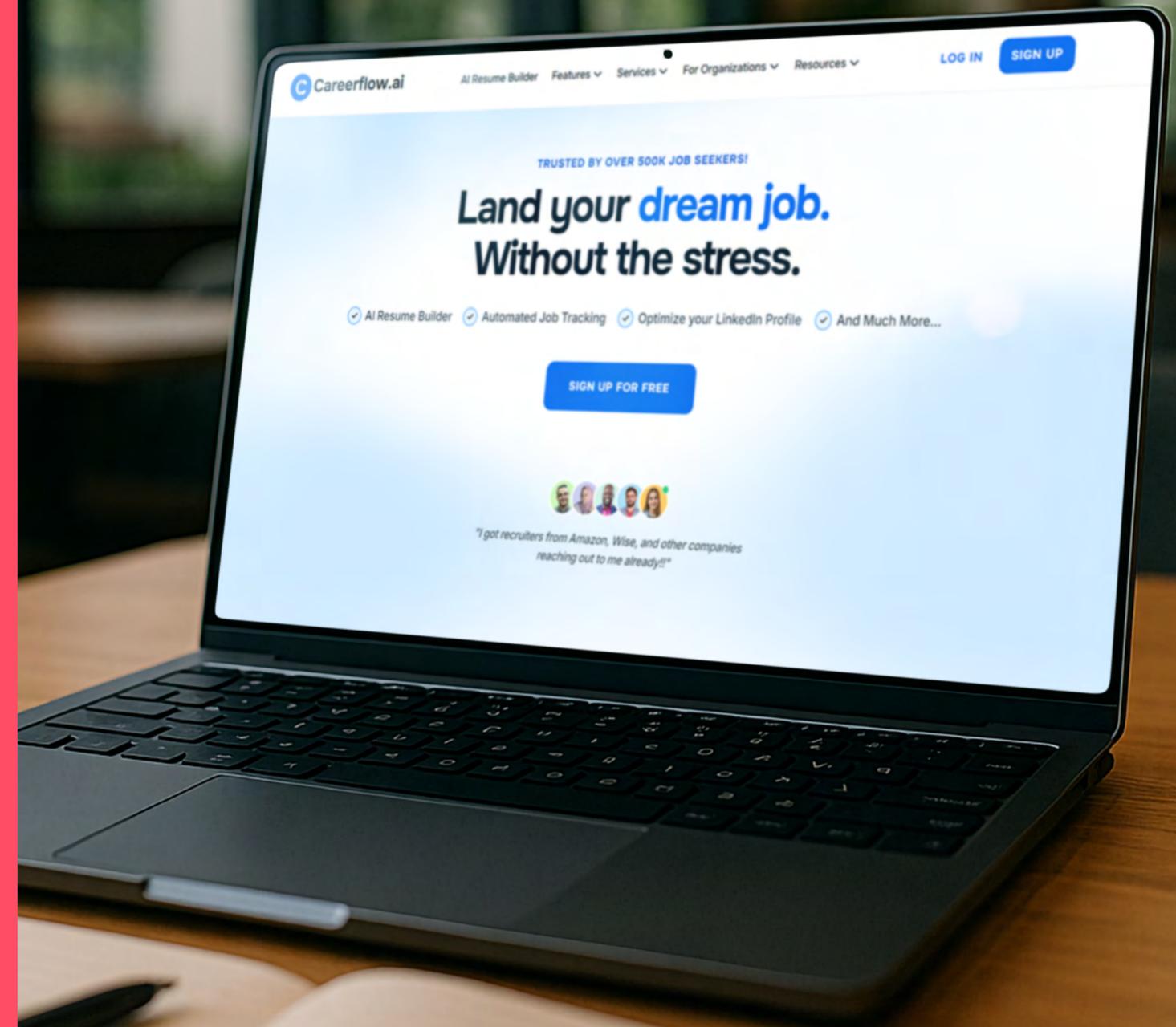


From employers to candidates: Two sides of the same AI coin

While hiring professionals are being offered a tantalising array of AI-powered tools — designed to save time and sharpen output — candidates are also discovering their own AI arsenal. For employers, talent acquisition and recruitment professionals, these technologies promise less admin and more time to focus on the human heart of recruitment: engaging with hiring managers and candidates where the real strategic difference is made.

But there's a paradox. The more employers use AI to filter, sift, and raise the bar for entry, the more candidates are tempted to use AI themselves to clear those hurdles. It's an evolving dynamic — a kind of technological arms race — with both sides using AI to outpace the other.

For candidates, confronted with a flood of job ads and what can feel like daunting barriers to entry, AI offers a way to gain access: creating optimised CVs, personalised profiles, and even automated applications at speed. What employers see as efficiency, candidates may experience as exclusion — and increasingly, they are turning to AI to level the playing field.



Trend 1:

AI-crafted CVs & profiles

From polished first drafts to laser-focused tailoring, AI is rewriting how candidates present themselves

What's changing

Generative AI has become a career coach for candidates, producing polished CVs, cover letters, and LinkedIn profiles in minutes. Tools now go further — scanning job descriptions, identifying keyword gaps, and tailoring applications to each role. For candidates, it removes barriers of confidence, language, and time. For employers, it creates a new challenge: when every application looks equally perfect, how do you spot the real skills behind the words?

The technology

- **LinkedIn Profile Builder:** Generates professional summaries and skill descriptions.
- **SkillSyncer:** Analyses CVs against job descriptions for ATS optimisation.
- **CareerFlow:** Tailors profiles and CVs to targeted roles.
- **Kickresume:** Creates customised CVs and cover letters using templates.
- **ChatGPT:** Adapts resumes and generates personalised cover letters at scale.



The impact

- **Accessibility:** Helps candidates who struggle with writing or formatting.
- **Precision & volume:** Tailored applications can be generated in minutes, at scale.
- **Recruiter challenge:** More keyword-rich, hyper-polished documents make it harder to differentiate genuine skill from AI enhancement.
- **Authenticity risk:** Over-tailoring risks turning applications into algorithmic clones, eroding the individuality of candidate voices.



Trend 2:

Mass job applications

AI is lowering the barrier to application and changing recruiter workloads in the process.

What's changing

For employers, the surge in application volumes may feel overwhelming. But in many ways, it's the natural consequence of an environment where applicant tracking systems (ATS) have made applying a one-way, opaque process. Candidates are now turning to AI to tip the balance back in their favour, automating applications at speed to increase their chances of being noticed.

The technology

- **LazyApply:** Auto-applies to jobs across multiple platforms in seconds, 'while you sleep'.
- **Automated job bots:** Browser extensions and scripts that scrape job boards and apply automatically.



The impact

- **Efficiency for candidates:** Hours of admin reduced to seconds.
- **Rising volumes:** Employers see more applications, as candidates try to widen opportunities and avoid early rejection filters.
- **Signal-to-noise challenge:** Applications may be less personalised but reflect genuine attempts to overcome barriers.



Trend 3:

AI interview assistants

The second screen in the room: live AI prompts during interviews.

What's changing

Candidates can keep tools like **AI Apply** or **ChatGPT** open on a second screen or device during a live Teams/Zoom interview. These tools can listen to questions and generate suggested, well-phrased answers on the spot. It's a clear shift: interviews are no longer only tests of recall and composure, but—potentially—of how effectively a candidate partners with AI in real time.

The technology

- **AI Apply (Interview Buddy/assist features):** Real-time prompts and suggested phrasing while the interview is happening.
- **ChatGPT (second device):** Rapid drafting/refining of responses as questions land.
- **Speech-to-text overlays + prompt templates:** Lightweight setups that transcribe questions and surface ready-to-read answers.

The impact

- **Confidence boost:** Particularly appealing for candidates who struggle with nerves or language.
- **Ethics front and centre:** Is this cheating? Would you hire this candidate? Many employers now **require disclosure** if AI is used during interviews—and many more are **banning** it outright.

The logo for aiApply, featuring the text "aiApply" in a blue, sans-serif font with a small star icon above the "y".The logo for ChatGPT, featuring the OpenAI logo (a green square with a white knot) and the text "ChatGPT" in a bold, black, sans-serif font.

“These tools exist - and some candidates will use them. We help clients set clear disclosure policies, design fair assessment steps, and keep the interview’s aim intact: understanding the real human in front of you.”

Faye Walshe

Director of Innovation & AI
Robert Walters

Trend 4:

Deepfakes & synthetic identities

When the person on screen isn't who they claim to be, AI impersonation enters recruitment.

What's changing

What began in 2024 as a shocking revelation in the Wall Street Journal²—that more than 300 U.S. companies had unknowingly hired fraudsters and even foreign operatives using fake identities—has now reached Europe. In 2025, companies like Salesforge.ai, LetsMake.com, and Vidoc Security Lab have reported candidates using deepfake technology to impersonate identities during live video interviews. This shift marks the evolution from isolated incidents to a widespread, global threat.

The technology

Fraudsters can now create convincing synthetic identities in little more than an hour using consumer-grade tools, like deepfake generators, face-swapping software, and profile builders that generate realistic CVs and social accounts. Combined, these tools enable the creation of entirely fabricated candidates with credible work histories and digital footprints.³

² WSJ report, Vidoc Security Lab, Palo Alto Networks Unit 42

³ Unit 42: North Korean Synthetic Identity Creation

The impact

- **Convincing impersonation:** Deepfakers often present polished CVs, convincing social profiles, and a video-deepfaked face, making them nearly indistinguishable from genuine candidates, which is precisely the risk.
- **Espionage & fraud risks:** These tactics are being used not just by individuals but by state-affiliated actors, raising risks of data theft, financial fraud, and even funding of hostile activities.
- **Trust at risk:** Every interviewer now needs to learn the **basic human-to-human validation techniques** that can expose a deepfake. If you're unsure, **reach out to Robert Walters for guidance** — we can advise on appropriate safeguards.



“This isn’t a theoretical risk, it’s happening now. At Robert Walters, we help clients defend against synthetic identities with verification tools, interviewer training and human validation. Only with these safeguards can organisations be confident they’re hiring real people.”

Faye Walshe

Director of Innovation & AI
Robert Walters

The shifts in recruitment — and the big question

AI to AI: are we losing the human signal?

AI isn't just adding tools, it's shifting the fabric of recruitment. Several clear movements are already underway:

- **More content, faster:** Job ads, outreach, CVs, and cover letters are being generated at scale.
- **Automation of matching:** Shortlists and rankings are no longer manual but machine-led.
- **New risks:** Fraud, bias at scale, and deepfake candidates are redefining due diligence.
- **The hiring professional's role is changing:** From creator › curator, from networker & sourcer › validator.

But underpinning all of this is a paradox. The more employers lean on AI to filter and fast-track applications, the more candidates turn to AI to optimise their CVs, tailor their cover letters, or even assist them live in interviews.

Are we fast approaching the point where AI is writing to AI, screening AI, and even interviewing AI — with humans left wondering where the genuine signal lies?

This is the central question for recruitment in the AI age:

Is recruitment becoming faster but less human, or can technology be used to enhance trust and connection rather than erode it?



Conclusion & the Robert Walters perspective

Steps employers should take now

At Robert Walters, we see AI not as a replacement for recruiters, but as an amplifier of what makes them valuable. Technology should strip away the admin, not the humanity. It should enable hiring professionals to spend more time with candidates and hiring managers - the conversations where careers are built and organisations find their edge.

For employers, the next steps are clear:

AI in recruitment: A practical checklist

1. Audit your AI stack

Know what technologies are embedded in your hiring process, and whether they are deterministic or probabilistic. Different systems carry different risks.

2. Insist on explainability

Employers must fully understand any AI or algorithmic systems they use. If these tools screen, match, or rank CVs, insist on transparency and avoid “black box” solutions. The decision-making process should always be explainable in plain language, so you can fairly communicate and justify outcomes to candidates.

3. Keep a human in the loop

AI should support decision-making, not replace it. Ensure hiring professionals validate automated rankings, shortlists, and interview notes.

4. Prioritise transparency

Be open with candidates about when and how AI is part of the process. Transparency builds trust and helps align with evolving global regulation.

5. Prepare for regulation

The EU AI Act and recent U.S. legal challenges are early signals that compliance and auditing will soon be mandatory. Get ahead now.

6. Focus on authenticity

In a world of AI-generated CVs, cover letters, and even interview responses, the human connection becomes a competitive advantage. Employers who can demonstrate authenticity will stand out.

Robert Walters’ role is to be the trusted human partner in this transformation — helping employers harness AI for efficiency while safeguarding fairness, compliance, and above all, human judgement.

Closing thought:

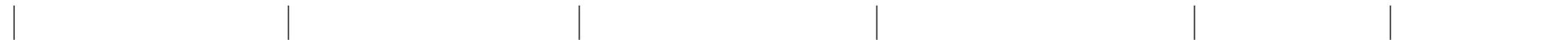
AI will reshape recruitment. The real question is whether it distances us from human connection, or brings us closer to it. The answer lies in how responsibly we choose to deploy it and what tasks we allow it to undertake for us.



Deep dive

Reading time: ~5-7 minutes

This deep dive unpacks how AI is reshaping CV screening, matching, and ranking—and the guardrails employers must deploy to stay fair, fast, and compliant.



Screening, matching and ranking CVs with AI

Efficiency, risk, and guardrails

Introduction

Employers face a growing deluge of applications, making effective shortlisting both vital and challenging. AI-powered screening promises efficiency and consistency, but carries deep risks—bias at scale, legal exposure, and loss of contextual nuance. This deep dive differentiates between algorithmic approaches and generative AI, situates the discussion in the global regulatory landscape, and prescribes guardrails to harness AI responsibly in recruitment.



AI in recruitment matching: the landscape

Recruitment software has evolved rapidly, from keyword matching & rule-based scanning to context-aware tools powered by large language models (LLMs). Leading vendors fall into two categories:

Deterministic / traditional ATS:

- **e.g. Workday HiredScore:** Widely used, rules-based decisioning engine.
- **Oracle Taleo, Greenhouse:** Keyword- and rule-driven screening dominates early stages of hiring pipelines.

Generative / probabilistic AI:

- **e.g. SAP SuccessFactors, iCims Talent Cloud, Eightfold.ai, SeekOut, Sense Candidate Matching, LinkedIn AI Hiring Assistant:** Employ deep learning and LLMs to rank candidates adaptively

Key trade-offs:

- **Deterministic systems:** Fast and consistent, but any systemic flaws get amplified.
- **Probabilistic systems:** Offer nuanced, varied outputs—more human-like—but pose governance and explainability challenges.

In practice, current matching systems are often hybrids, offering a deterministic search at the base, with employers and recruiters applying filters (such as location or previous employment job titles) or using keyword skills or Boolean searches; with the system then re-ranking the results probabilistically by skill or job fit.



Human vs deterministic AI vs probabilistic AI in recruitment

Approach	How it Works	Strengths	Risks	Example
Human recruiter	Reads CVs, interprets experience, makes subjective judgements.	Contextual understanding, empathy, nuance.	Inconsistent, time-consuming, subject to unconscious bias.	Traditional CV review.
Deterministic AI	Uses fixed rules/ keywords (e.g. must have “JavaScript” in CV).	Fast, objective, scalable.	Narrow — can miss adjacencies, reinforces rigid filters.	Legacy ATS keyword search. Workday HiredScore, Oracle Taleo, Greenhouse auto-screening.
Probabilistic AI	Uses LLMs to interpret meaning, match skills, and predict fit.	Finds adjacencies (e.g. “data analysis” ≈ “Excel modelling”), interprets nuance, more candidate-friendly.	Opaque reasoning, potential hidden bias, legal exposure.	Modern AI matchers (e.g. Eightfold, SeekOut, HireEZ, LinkedIn AI Hiring Assistant, Entelo).

What is this table telling me?

- **Humans** bring judgment variability—occasionally unfair, sometimes fortuitously generous. Inconsistent, but not uniformly exclusionary.
- **Deterministic AI** ensures uniform decisions but risks amplifying bias at a magnitude unprecedented in human-only processes—what one recruiter rejects today, thousands of AI-enabled systems may reject tomorrow.
- **Probabilistic AI** introduces diversity of evaluation—akin to floating multiple recruiter judgments across time—but introduces variability and opacity that must be tightly managed



Regulatory context: Emerging global oversight

European Union – EU AI Act

- Effective 1 August 2024, the **EU AI Act**⁴ classifies recruitment as **high-risk AI**, requiring extensive documentation, data governance, human oversight, and conformity assessments.
- Exemptions exist for narrow procedural tools (e.g., simple parsing), but must be formally documented.⁵

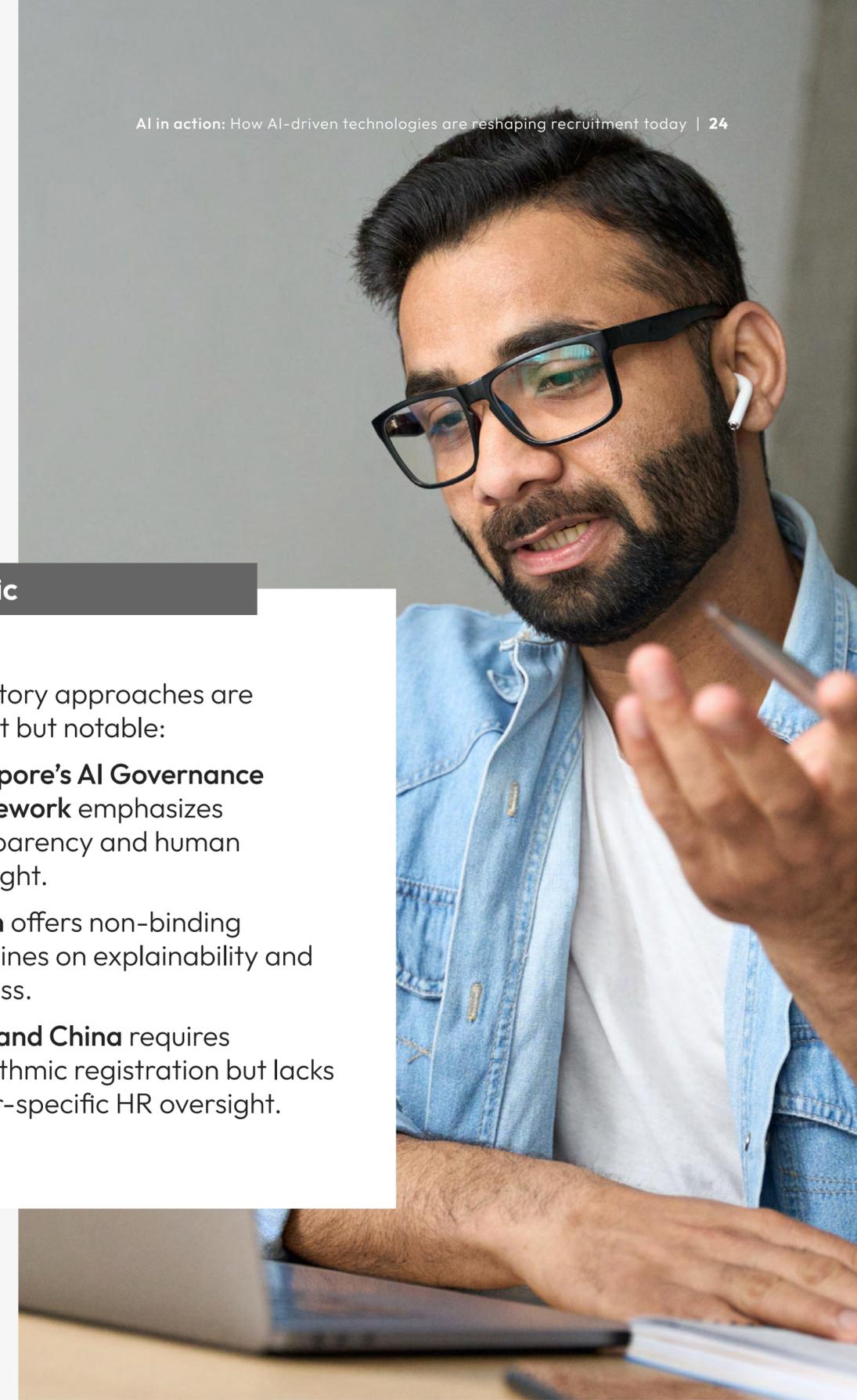
United States

- No federal AI hiring regulation yet—but legal risk is real.
- **New York City Local Law 144**⁶ (effective July 2023) mandates:
 - An **independent bias audit** of automated hiring tools.
 - **Public summaries** of audits on employer websites.
 - **Prior notice** to candidates of AI hiring tool usage.
- Early evaluations show “**null compliance**” in many organisations due to vague definitions and limited enforcement.⁷

Asia-Pacific

- Regulatory approaches are nascent but notable:
 - **Singapore’s AI Governance Framework** emphasizes transparency and human oversight.
 - **Japan** offers non-binding guidelines on explainability and fairness.
 - **Mainland China** requires algorithmic registration but lacks sector-specific HR oversight.

⁴The EU Artificial Intelligence Act | ⁵The EU act from an HR perspective | ⁶NY City Law 144 | ⁷Null Compliance: NYC Local Law 144



Guardrails: A framework for responsible AI in recruitment

To reconcile efficiency with fairness and legal compliance, employers should consider adopting the following layered safeguards:

Control mechanism	Deterministic AI	Probabilistic AI	Human augmentation
Human-in-the-loop	Mandatory review of all rejections	Treat AI output as advisory; final decision human-led	N/A
Bias audits	Annual audits of outcomes and thresholds	Multiple-run testing, distributional fairness checks	Training and refusal tracking
Transparency to candidates	Disclose AI use; offer appeal alternative	Same, with explanation of variability	Communicate decision criteria
Explainability	Vendor documentation on scoring logic	Prompt chains, reasoning logs	Structured rationales
Governance & accountability	Audit trails, senior oversight	Governance protocols, throttle randomness	Panel-based reviews, diversity in decision-makers
Regional compliance	EU-high risk framework; documentation & conformity	Same plus variability logs	NY bias audit and disclosure; Asia guidelines

- **Human oversight must override** AI recommendations—especially in deterministic systems where errors scale rapidly.
- **Regular, independent audits** are essential—not only to detect bias but to demonstrate compliance (critical under EU and NYC regimes).
- **Candidate transparency** builds trust and meets regulatory expectations.
- **Documenting reasoning** (especially for generative outputs) helps pre-empt complaints and legal challenges.
- **Governance structures** including board-level sponsorship and diverse review panels help maintain accountability.

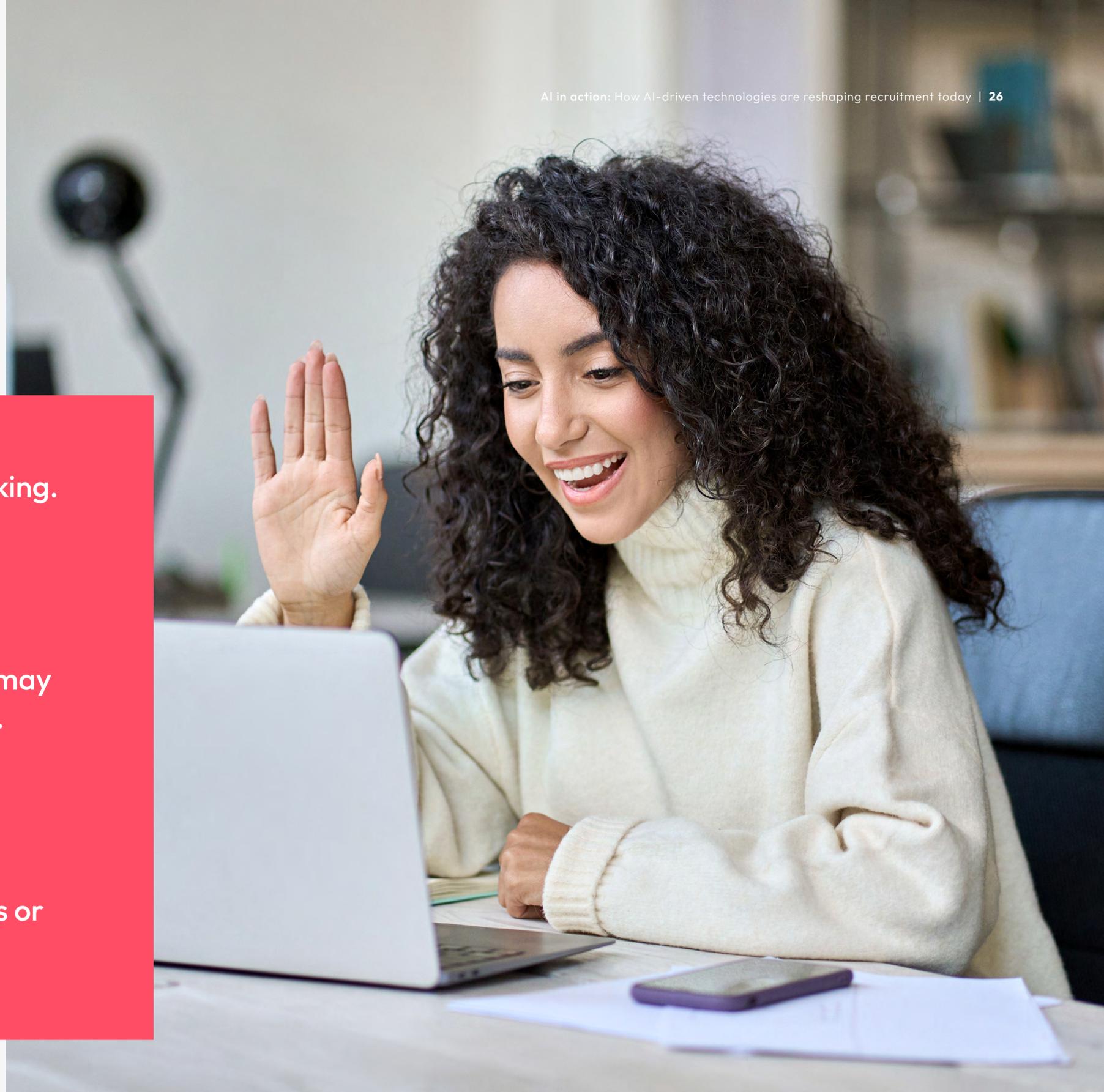


Deep dive conclusion

AI is transforming CV screening, matching & ranking. But not all AI is equal—and so risk and regulatory obligations differ.

Deterministic systems offer speed but can institutionalise unfairness; probabilistic systems may redress some biases but require robust oversight.

Organisations that deploy AI thoughtfully—combining human judgement, regular audits, transparency, and governance—can realise efficiency at scale without compromising fairness or compliance.



AI in action across the enterprise

AI is already at work inside organisations not just in pilot projects, but in everyday operations that deliver measurable results.

What's changing fast is the nature of these tools. Where early adoption focused on chat-style interfaces for research and drafting, today's use cases increasingly involve agentic AI: systems that can act on instructions, automate workflows, and make autonomous decisions within guardrails.

The following pages showcase recent, real-world case studies across HR, legal, finance, and marketing. Each example highlights how leading organisations are using AI to solve pressing challenges, achieve efficiencies, and unlock new value at scale.



HR: faster hiring, better candidate experience



The challenge

Employers are drowning in applications and admin, slowing time-to-hire and frustrating candidates.



The AI approach

Conversational and scheduling AI automates early-stage recruitment, freeing recruiters to focus on people.

Case studies



Unilever: Automated CV screening & video interviews. 100,000 recruiter hours saved annually.



McDonalds (McHire): Conversational AI for candidate Q&A. Time-to-hire cut by 65%.



Nestlé: Virtual hiring assistant. 8,000 recruiter hours saved; interviews up 600%.



General Motors: AI scheduler. Reduced interview scheduling from 5 days to 29 minutes.

What you can learn?

AI streamlines hiring without losing the human touch improving candidate experience and recruiter productivity.



Legal: contracting at speed, risk under control



The challenge

Legal teams are overwhelmed by document-heavy, repetitive tasks — slowing deal cycles and driving costs.



The AI approach

AI copilots and contract review systems are enabling lawyers to triage, draft, and negotiate at scale.

Case studies

A&O SHEARMAN

A&O Shearman (Allen & Overy): Rolled out “Harvey” gen-AI to 3,500 lawyers; pilot saw 40,000+ legal queries handled.



BT (with Deloitte Legal & Luminance): AI-assisted review > 50% time savings on contract review.

Burness Paull

Burness Paull: DSAR review with AI > 80% of irrelevant data culled instantly, review time cut 50%.



Coca-Cola Europacific Partners: AI hub for legal documents > 1,000+ documents generated, 45+ workflows automated.

What you can learn?

AI augments legal teams — accelerating routine work while freeing lawyers for judgement-heavy tasks.



Finance: predicting & protecting the bottom line



The challenge

CFOs face complex risks: fraud, compliance, forecasting, and the need for precise reporting.



The AI approach

Agentic AI is automating reconciliation, scanning transactions at scale, and generating near real-time forecasts.

Case studies

JPMorganChase

JPMorgan Chase (COIN): AI for contract review › 360,000 staff hours saved annually.



HSBC: AI for financial crime › 60% fewer false positives, investigations cut from weeks to days.



Mastercard: AI fraud system › doubled detection rates, 300% faster merchant-risk identification.



Danone: AI treasury forecasting › 96% accuracy, 30% fewer manual tasks.

What you can learn?

AI isn't just cutting costs; it actively reduces risk exposure and strengthens decision-making.



Marketing: creativity & conversion at scale



The challenge

Marketers need to deliver personalised content at speed, across channels, while justifying ROI.



The AI approach

Generative and optimisation AI tools are creating copy, tailoring content, and reallocating spend dynamically.

Case studies



eBay: AI language generation › +15.8% opens, +31.2% clicks, 700k extra opens per campaign.



Cadbury (Shah Rukh Khan-My-Ad): AI-powered local ads › 35% sales growth in pilot markets.



Vodafone Italia: AI for budget optimisation › +13% revenue uplift in campaigns.



Coca-Cola (“Create Real Magic”): AI content platform › 120,000+ artworks created, 7+ mins avg engagement.

What you can learn?

AI supercharges both creativity and conversion, scaling impact without scaling headcount.



About Robert Walters

Robert Walters is the world's most trusted talent solutions partner. Across the globe, we deliver recruitment, recruitment outsourcing and talent advisory services for businesses of all shapes and sizes, opening doors for people with diverse skills, ambitions and backgrounds.

We help organisations find the skills and solutions to reach their goals and assist talented professionals to power their unique potential.



Recruitment

Leverage our specialised industry expertise, extensive local insights and global reach to champion your story and connect with the best professionals for your organisation.

- Permanent recruitment
- Temporary & contract recruitment
- Interim management
- Executive search



Outsourcing

Experience agile recruitment solutions tailored to your unique requirements, seamlessly scalable to match your evolving needs and objectives.

- Recruitment process outsourcing
- Managed service provider
- Offshoring talent solutions



Consultancy

Go beyond traditional talent solutions to solve your biggest challenges. Whether it's skilled consultants, project delivery, or services procurement, we provide the capability you need.

- Emerging talent
- Experienced talent
- Project solutions
- Services procurement



Talent advisory

Elevate your hiring strategy with our data-driven market intelligence and ESG solutions, empowering your business to cultivate talent, foster growth and future-proof your success.

- Market intelligence
- Future of work
- Talent development



Uncover tailored AI implementation

AI readiness: HR leaders masterclass programme

Our AI Masterclass programme equips people leaders with the knowledge and critical analysis to become an effective and informed leader, confident in the benefits, use-cases and considerations of leveraging AI throughout the business and people value chain.

- Easy-to-understand & jargon-free.
- Actionable insights for immediate impact.

Curated exclusively for people leaders, designed by our award-winning [Future of Work Advisory practice](#).

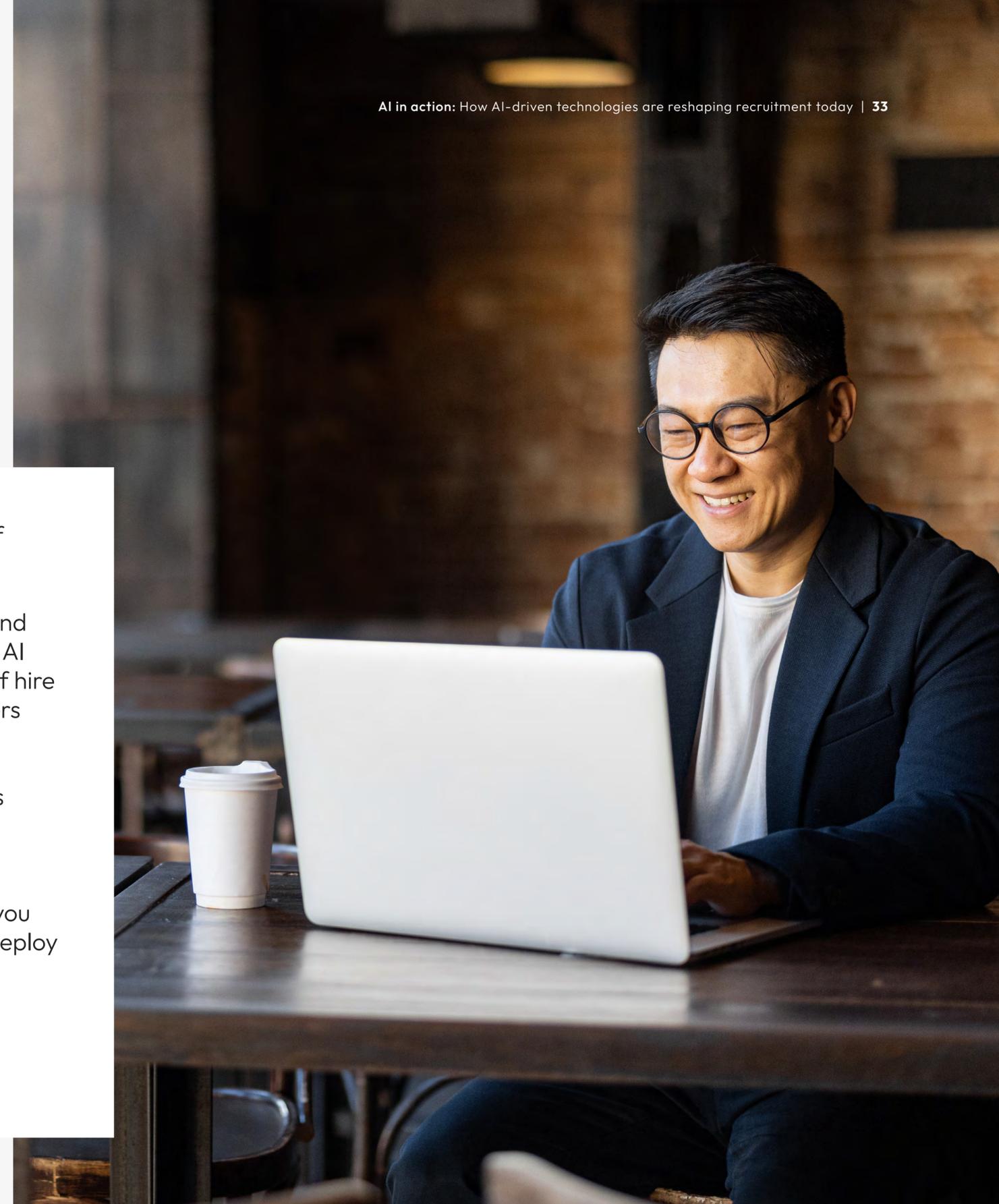
Why is understanding AI in the specific context of people critical?

AI is transforming the way both employers hire and the way candidates research and apply for jobs. AI can unlock significant benefits: from lower cost of hire to increased quality of hire, yet few people leaders are leveraging these benefits.

People leaders must also be informed of the risks of AI; from AI-infused applications to deepfake candidates and the ethical and bias implications

With Robert Walters' AI Readiness Masterclass, you will gain critical insights into how to responsibly deploy AI.

AI Readiness Masterclass
[Learn more >](#)



The masterclass & learnings

5 x 1-hour modules covering talent acquisition-specific AI content & learning:



AI knowledge baseline & upskilling

What really are LLMs, neural networks and why does it matter? What jobs are being displaced? What work can be automated (and what can't)?



AI advocate: use cases

Explore how AI is reimagining hiring and workforces, for the better



AI sceptic: considerations

Understand the risk of bias, privacy, security, freedom and job erosion



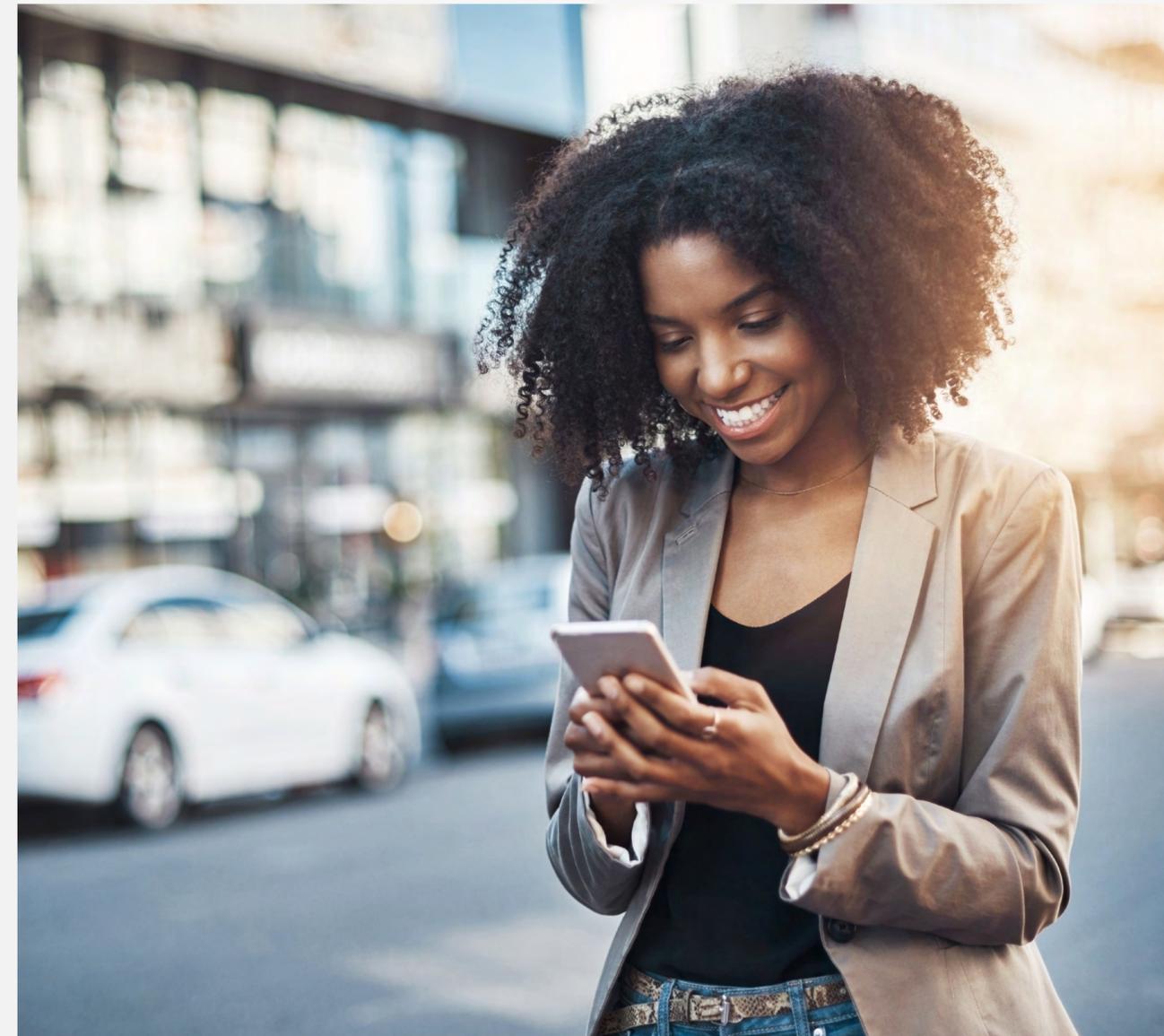
AI activation: strategy & pilots

Learn how to move beyond foundational generative AI and activate impactful AI



1 x 6-month AI update

AI never stays still. Keep up to date with a bespoke ongoing learning session with our expert team



Find out more about the Masterclass [here](#) >



Robert—
—Walters

Africa | Australia | Belgium | Canada | Chile | Mainland China | France | Germany | Hong Kong | India | Indonesia | Ireland | Italy | Japan | Malaysia | Mexico | Netherlands |
New Zealand | Philippines | Portugal | Singapore | South Korea | Spain | Switzerland | Taiwan | Thailand | United Arab Emirates | United Kingdom | United States | Vietnam