

Playbook

Leveraging AI for a Human-Centric Hiring Process



Table of Contents

01. **Introduction**
02. **Sourcing:** Best Practices for AI-Powered Talent Discovery
03. **Screening:** Best Practices for Evaluating Candidate Skills
04. **Scheduling:** Best Practices for Streamlining the Process with AI
05. **Interviewing:** Best Practices for Supporting Live Interviews with AI
06. **Conclusion**



Introduction

The rapid adoption of artificial intelligence (AI) across industries is reshaping the way we work, innovate, and hire. In fact, AI is becoming a cornerstone of modern hiring strategies. One recent report finds that [75 percent of hiring leaders trust AI](#) to recommend candidates for hiring decisions, reflecting growing confidence in the technology's ability to streamline recruitment processes. This surge in AI adoption is not surprising given its potential to revolutionize time-intensive recruiting tasks like sourcing, screening, and scheduling.

The challenge of leveraging AI for hiring is not losing sight of the human interaction that is key to a positive candidate experience. While AI excels in efficiency and scalability, candidates still value authenticity, empathy, and meaningful interactions throughout the hiring journey. Striking the right balance between automation and human engagement is critical, both for attracting high-quality talent and for building a lasting employer brand.

This guide is your roadmap to integrating AI into your hiring processes while maintaining a human-centric approach. From sourcing to hiring, we'll explore actionable strategies for using AI tools to boost efficiency and make great hires—without compromising candidate experience. Along the way, we'll highlight practical use cases and best practices for maximizing the power of AI in hiring.

Best practices for AI-powered talent discovery

Sourcing is the foundation of a strong hiring process, but it can be time-intensive, especially when identifying and engaging passive candidates or navigating complex databases. AI-powered tools revolutionize sourcing by enabling recruiters to identify qualified talent more efficiently, personalize outreach, and optimize pipelines. Here's how to make the most of these tools in your sourcing efforts.



Engage passive candidates and maximize your database

Today's workforce includes many passive and potential candidates. AI tools excel in identifying and engaging these individuals by using advanced algorithms to match profiles with your open roles. These tools also help recruiters unlock the full potential of their existing candidate database, often an underutilized resource.



Flexible sourcing strategies

AI enables recruiters to experiment with parameters, discover overlooked candidates, and refine search strategies for future roles.



Best-in-class email lookups and multi-touch sequences

Automatically locate candidate email addresses and set up outreach campaigns that build long-term relationships.



Tracking and engagement tools

Maintain relationships with talent by using AI to monitor candidate activity and engagement, helping your pipeline remain active when new roles emerge.

Leverage AI-generated filters for candidate search

Sometimes the perfect candidate is already in your system, but locating them often requires advanced knowledge of filter logic and boolean searches. AI-powered tools simplify this process by translating plain-language queries into advanced filters. For instance, you can specify, “Find candidates with 5+ years of experience in marketing who are open to hybrid roles,” and let AI build the search criteria for you. This reduces time spent on manual filtering and reduces the likelihood qualified candidates will be overlooked.

Personalize outreach at scale

Generic outreach to passive candidates is often ineffective, which can lead to low engagement and missed opportunities. AI tools enable recruiters to personalize emails and LinkedIn messages quickly and at scale.



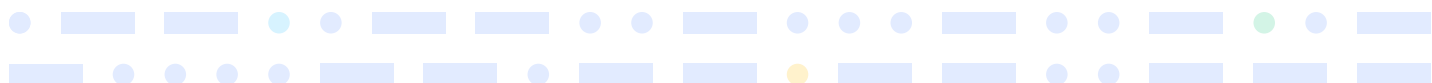
Generative AI tokens

Insert AI-generated, contextualized copy into outreach messages using job details and candidate work history. Review and tweak for authenticity to ensure outreach feels relevant and genuine.



Optimized email sequences

AI-powered systems automatically classify candidate responses (e.g., “interested” or “not interested”) to clean your data and improve future campaigns. This level of precision allows recruiters to focus on high-value conversations with engaged candidates.



Case study

How Ashby's generative AI tokens result in ~46% boost in reply rate

Ashby's all-in-one solution comes baked in with AI features, including gen AI tokens for sourcing outreach. In a [report analyzing over 500K email sequences](#), they found a considerable lift in reply rate for companies using AI personalization—from **24.1% to 35.3%**.



Key takeaway

Our recommendation is to send research-backed skills screens to all intern and junior-level applicants to efficiently identify top talent among a large pool of applicants and slash engineering time spent interviewing unqualified candidates.

Best practices for AI-powered talent discovery

Screening is a critical step that helps you identify the most qualified candidates early in your hiring process. AI-powered tools have transformed how companies assess technical and non-technical skills, which makes it possible to scale candidate evaluations, reduce bias, and streamline decision-making. Here's how to integrate AI into your screening process effectively.

Use assessments that simulate the job

Today's best AI-powered skills assessments allow you to create a realistic simulation of the work that candidates would actually do on the job.



Conversation simulation for business roles

Early-stage screening interviews supported by AI conversation agents allow you to create a realistic and fair interview experience for candidates.

Look for screening tools with AI that's expertly trained to mimic a variety of sales, customer success, support, and other customer-facing scenarios. This saves your team hundreds of hours they otherwise would have spent conducting screening interviews.





How a tech startup used CodeSignal to save 1,500 hours in their sales hiring process

A fast-growing tech startup needed to scale their sales team, without burdening their current sellers and sales leaders with conducting dozens of interviews each week. In sales especially, time is money—so time spent hiring translates directly to a significant loss of revenue.

The company implemented CodeSignal's AI Interviewer for Sales as the first step in their sales hiring process to identify qualified sales talent at the top of the funnel. With AI Interviewer, the company was able to evaluate each of the hundreds of candidates who applied to each role with an automated process. After just 3 months, they **saved the sales team over 1,500 hours** they would have spent conducting and prepping for interviews—and were able to include far more candidates in their hiring process.



Advanced IDE for technical skills assessments

When evaluating skills for technical roles, it's important to simulate on-the-job experiences by providing candidates with a realistic and full-featured integrated development environment (IDE). Technical skills assessments with built-in AI coding assistants allow hiring teams to see how candidates are able to leverage AI tools in their work.



AI-powered assistance

Improve candidates' performance and reduce test anxiety with AI tools embedded in your screening platform, such as coding assistants or conversational guides.

Automate scoring for consistent skills evaluation

Skills assessment tools that provide automated and AI-enhanced scoring allow you to objectively measure candidates' skills, which reduces bias in the hiring process and saves time for your hiring teams.



AI-powered measurements aligned with objectives

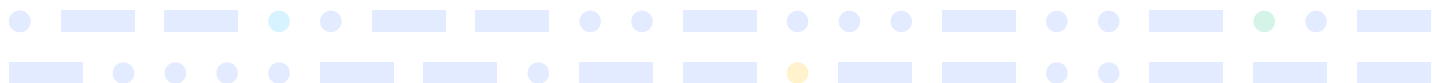
Seek out tools that provide both pre-built and customizable skills assessments with automated scoring that supports your company's specific hiring goals.

Best-in-class platforms for assessing skills for business roles, for instance, allow hiring teams to customize the scoring criteria used to evaluate candidates to align with their company's context. AI will then measure your candidates against the objectives that matter most to you, consistently and fairly every time.



Plagiarism prevention

Online proctoring, ID verification, and advanced plagiarism detection powered by AI give hiring teams confidence that candidates' results reflect their true abilities.



Managing the use of AI in assessments

Since the public release of ChatGPT in 2022, some candidates have seen generative AI as a resource they can use to help them complete technical assessments. For some employers, this causes alarm: They want to see what their candidates can do without the use of AI, and they are interested in ways to detect and prevent the use of AI tools in their assessments. For others, AI represents a new way of doing software development, and employers want to see how candidates make successful use of AI tools to do the job.

For companies looking to **detect and deter candidates' use of AI** in assessments, look for a screening tool that:

01.

Dissects each solution to identify patterns that may indicate AI-generated code

02.

Uses telemetry to reliably identify activities correlated with use of generative AI or other unauthorized resources

03.

Synthesizes these factors to assign a trust level to each result, giving you confidence in candidates' results and flagging those that require further review

For companies that **encourage candidates to use AI**, look for a screening tool that:



Includes a built-in AI coding assistant that gives candidates feedback on their code, helps them debug, and can assist with looking up documentation



Offers a complete recording of the candidate's interaction with the AI assistant to allow hiring teams to dig deeper into the candidate's ability to use these tools effectively

Gain deeper insights for smarter hiring

AI-driven screening tools can do more than just score candidates' assessment performance—they can also provide deeper skill insights that help you make better hiring decisions.

Skill insights

Look for tools that provide detailed reports generated by AI to help hiring teams understand candidates' strengths and areas for improvement. Best-in-class AI tools can analyze candidates' performance to provide deeper, qualitative insights on their skills and growth potential.

Data-driven decisions

Use AI-powered analytics to compare candidates' results objectively—against other candidates, as well as industry and global benchmarks—and identify the best fit for your team.

Case study

Slashing time-to-hire for junior dev roles by 75% with CodeSignal

A top North American tech company was looking to streamline their university recruiting program to reduce the amount of time engineers spent interviewing candidates and to move candidates through the recruiting funnel more quickly.

Since implementing [CodeSignal's General Coding Framework](#)—an automated, top-of-funnel skills assessment for evaluating early-career talent—the company's **time-to-fill dropped from 56 days to 14 days** over the course of just 6 months.

Key takeaway

Screening with AI-powered tools allows you to objectively evaluate candidates at scale. Today's most advanced screening tools offer features that leverage AI to realistically simulate the roles you're hiring for, automatically score candidates' assessment performance, and dive deeper into candidates' skills. They can also help you identify AI-generated assessment responses or empower candidates to use AI tools like they would on the job, depending on your organization's needs.

Best practices for streamlining the process with AI



Interview scheduling can be a logistical challenge, but AI-powered tools simplify the process. This allows your team to focus on higher-value activities while fostering a positive candidate experience.

Automate scheduling for all types of interviews

AI tools eliminate the manual back-and-forth of coordinating interviews. Whether you're managing high-volume recruiter screens or complex panel interviews, these systems automatically generate recommended schedules by syncing with team calendars and accommodating candidate preferences. Features like batch scheduling and real-time availability checks streamline the process, saving your recruiting team significant time and effort.

Enhance candidate communication

AI-powered scheduling tools improve communication by automating updates, confirmations, and reminders. Candidates receive clear, timely information about their interviews, reducing confusion and last-minute rescheduling. And, personalization features make communication feel authentic and aligned with your company's tone.

Focus on strategic activities

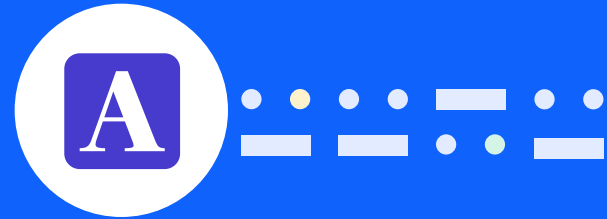
By automating time-consuming scheduling tasks, AI frees your team to focus on building relationships with candidates and refining your hiring strategy. This shift in focus boosts efficiency, reduces bottlenecks, and ultimately helps your team secure top talent faster.

Case study

How Ashby's Direct Booking Links get interviews scheduled 33% sooner

Ashby's investment in scheduling technology led to a variety of features to help automate parts of the hiring process. Direct Booking Links can be sent to candidates so they can view the panel's availability and self-select a suitable date and time to schedule their interview directly.

In a [report analyzing over 5.1M interview events](#), the team found that with these booking links, 72% of single event interviews get scheduled within one day of requesting availability. Without them, 54 percent get scheduled—meaning interviews get scheduled 33% sooner with Direct Booking Links in Ashby.



Key takeaway

With AI tools handling time-consuming scheduling tasks, your team can work smarter, not harder, while delivering an exceptional candidate experience.



Best practices for supporting live interviews with AI

The interview process is where candidates and companies come together to evaluate fit. While interviewing is a cornerstone of hiring, it's also prone to bias, inconsistency, and logistical inefficiencies. AI-powered tools can help streamline interviews, improve objectivity, and increase the likelihood candidates exit your process with a positive impression of your organization.

Use AI for consistent and objective scoring

One of the biggest challenges in interviewing is maintaining consistency across interviewers and candidates. Different interviewers can hold wildly different standards for candidates and expectations of the role. AI-driven scoring tools help mitigate this by providing standardized evaluation criteria.



Automated scoring

AI tools can analyze candidate responses to predefined benchmarks to ensure evaluations are fair and data-driven.



Objective comparisons

Summarized scores and insights enable hiring teams to compare candidates against industry and global benchmarks more effectively, which reduces subjectivity in decision-making.

Leverage AI-driven notetaking and insights

Taking detailed, accurate notes during interviews can be a distraction for interviewers. AI tools can act as a virtual assistant and notetaker so that no key detail is missed, helping interviewers stay present in their conversations.



AI notetakers

Automatically transcribe and summarize interview conversations, highlighting critical insights and key moments.



Deep performance analysis

AI-generated summaries provide a clear picture of each candidate's strengths and areas for growth so your hiring team can assess fit.

Enhance interviewer training with personalized feedback

AI tools can also support your team's development by offering insights into how interviewers conduct sessions. This helps improve interviewer performance and creates a better candidate experience.



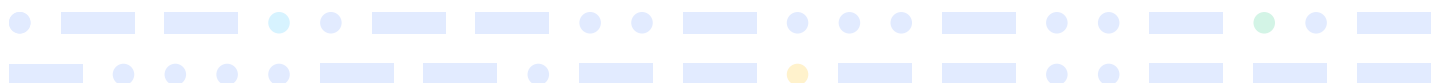
Feedback on interview techniques

AI analyzes communication patterns, question types, and interactions to deliver actionable feedback to interviewers.



Training for bias reduction

AI can identify unintentional biases or gaps in consistency so teams can build a more inclusive and equitable hiring process.



Key takeaway

AI-powered interviewing tools enhance the hiring process by delivering consistency, reducing bias, and equipping interviewers with actionable insights. By adopting these tools, companies can elevate their candidate experience, foster equitable hiring practices, and make smarter decisions about their future team members.

Case study

How one talent leader reviewed 1,500 resumes in 6 hours with AI assistance

Head of Talent and People Jim Miller has been managing application volume for two decades at companies like Google, Fullstory, and now Ashby. Jim believes strongly in human involvement in the recruiting process, so finding ways for technology to assist in the process versus deciding the outcomes was critical for him.

Jim helped shape the AI-Assisted Application Review feature in Ashby, which uses a series of criteria a recruiter can input and then use AI to surface which resumes meet the defined criteria. In practice, Jim was able to review 1,500 resumes in just 6 hours. Learn more about his approach [here](#).



Conclusion

Adopting AI tools in your hiring process can help you strike an ideal balance between efficiency and personalization. From sourcing top talent to screening, scheduling, and interviewing, AI-powered solutions enable teams to work smarter by automating repetitive tasks, improving consistency, and delivering data-driven insights. These tools free up time for recruiters and hiring managers to focus on building meaningful connections with candidates, creating a human-centric hiring experience while optimizing every stage of the pipeline.

CodeSignal and Ashby are at the forefront of this transformation with AI-powered solutions that empower hiring teams to achieve more.



[Ashby](#) enables hiring excellence with its All-in-one ATS, Analytics, Scheduling, and Sourcing & CRM solution.



[CodeSignal](#) is a skills platform that empowers teams to go beyond skills gaps with hiring and AI-powered learning solutions.

Together, they provide the tools you need to attract, evaluate, and hire exceptional candidates—efficiently and equitably. Ready to transform your hiring process? Let CodeSignal and Ashby help you take the next step.