

# Data unveils the future: Pnet's head of insights and customer success on AI's role in recruitment

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In an era defined by rapid technological advancements, the integration of artificial intelligence (AI) is proving to be transformative across various industries. Thankfully - and in contradiction to what many people believe - AI enhances many functions rather than replacing real people, and this is true to the world of recruitment too. AI is revolutionising traditional approaches and redefining the talent-acquisition process. Paul Byrne, head of data insights and customer success at Pnet, provides invaluable insights into how AI is reshaping the recruitment sector, driving efficiency, enhancing candidate experiences, and empowering businesses to make data-driven decisions.



Pnet, the leading online recruitment platform in South Africa, has evolved over the past 27 years from a simple job board to a built-for-purpose online recruitment portal, shares Byrne. He highlights Pnet's commitment to facilitating seamless connections between jobseekers and recruiters, emphasising, "It's all about helping our customers match the right talent to their vacancies."

Central to Pnet's strategy is leveraging AI to unlock actionable insights from the vast pool of data generated by jobseekers and recruiters. Byrne clarifies how AI enables a deeper understanding of jobseekers' preferences, from the types of roles they seek to the specific skills they possess. AI-driven chatbots also enhance the candidate experience by providing personalised guidance and job recommendations, which streamlines the application process.

Byrne explains how AI not only expedites the hiring process but also ensures a more precise match between candidates and job requirements, "When it comes to sifting through CVs for a recruiter, AI brings in an opportunity to start looking at current employee resumes, past employee resumes, and start to predict what a customer is looking for in terms of skills and work experience to identify the right kind of talent to fit the role they're wanting to hire for."

When it comes to internal risk, Byrne explains that by analysing anonymised data, Pnet helps companies identify potential vulnerabilities in their workforce, allowing them to proactively address retention challenges and talent gaps. He also

emphasises the significance of leveraging data to foster a proactive approach to talent management, particularly in a skills-scarce environment.

Byrne concludes by highlighting that Pnet is about making connections that work. “Our technology platform is an empowering online space where recruiters can find the right talent to help their companies succeed, and jobseekers can find work that helps them discover purpose, meaning, and joy in their everyday lives.”

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Pnet’s recruitment platform uses smart-matching technology to connect the right candidates to the right vacancies at the right time. Part of the global StepStone Group, Pnet offers end-to-end recruitment solutions.

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