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Job Interviews Made Easier With GrabJobs' AI Bot

We've seen the rise of chat bots for functions such as customer service and e-commerce. Now get ready to be interviewed by a chat bot for your next job! GrabJobs becomes the first company in South East Asia to roll out a bot on its mobile jobs platform that conducts automated pre-screening interviews through chat. Their Artificial Intelligence Recruitment Assistant, or AIRA, is said to cut down the recruitment time while engaging job seekers more actively.

GrabJobs has put an end to the dreadful "Apply Now" button and replaces it with an "Interview Now" button. This gives job seekers a chance to freely express themselves and encourage employers to notice them apart from what their CV has to offer. On the other hand, employers are able to filter and shortlist candidates much easier with the automated interview questions.

"Answering a question like, 'what do you like about our brand?' will not only set apart candidates who do their research from those who don't," explained GrabJobs co-founder Emmanuel Crouy. "But it will moreover give immediate insight about the applicant to the employer."

AIRA is a way to ease the interview process for recruiters. Instead of having person-to-person interviews where they ask the same questions to every applicant, the chat bot does the work for employers – bypassing one of the most time consuming exercises in the interview process. As soon as a Job Seeker applies for a job, the Recruiter Bot initiates a chat conversation during which it will ask the pre-screening interview questions determined by the employer.

From there, the employers simply need to review the top rated answers for each applicant based on AIRA's interview score and ranking system. Recruiters then become more efficient as they focus on interviewing quality candidates in person.

In the Philippines, large employers such as IBM, Alorica and Teleperformance are making use of AIRA to pre-screen job applicants.

"Using traditional job apps and websites, candidates will apply without knowing if the application has been viewed or not. This leaves them hanging for weeks, a frustration we hope to eliminate," said GrabJobs Regional Marketing Manager Elyn Lim. "Our interview chat bot greatly speeds up the shortlisting process so we guarantee that applicants will receive a response from the employers within five days."

This is only the beginning for AIRA. GrabJobs plans to upgrade it with machine learning and add more fun features like personality quizzes, news updates, and job recommendations. The app and AI Assistant are also translated in local languages, making it the very first platform to provide Thai and Burmese job interview chat bots.