# How AI redefines recruiting excellence



## GAI is redefining recruiting in the United Kingdom

Generative AI (GAI) is accelerating the hiring process, allowing recruiters to spend more time building relationships, improving candidate experience, and advising hiring managers. LinkedIn's 2025 UK Future of Recruiting Report reveals how AI is driving efficiency by ensuring quality of hire and facilitating a skills-based hiring approach.

Get the full report

AI IN RECRUITING

## The appetite for GAI is high, but integration remains low

There is a general understanding from recruiting professionals that GAI will have an impact on some of their processes, with 71% of TA pros in the UK agreeing that AI will change the way organisations hire. But recruiting organisations in the UK are at very different stages of integrating GAI into their recruitment process.

**Variations in GAI adoption in the recruiting process, according to UK TA pros:**

**34%** **experimenting**
with GAI tools to assess benefits for hiring process

**11%** **actively integrating**
GAI tools into parts of hiring process



**TIP: Help recruiters get comfortable with using AI**
Discover AI features within LinkedIn products. Learn best practices and strategies to get the most from our AI-powered features and other recent product enhancements.

## Those who integrate are reaping the benefits of GAI in hiring

The average amount of time saved by using GAI in hiring is about 18% of the work week—that's almost a full workday. But it's not just about saving time. GAI is also helping organisations expand their talent pools and effectively respond to a higher volume of applicants.

## Top three benefits seen by TA pros in the UK integrating or experimenting with GAI in hiring:

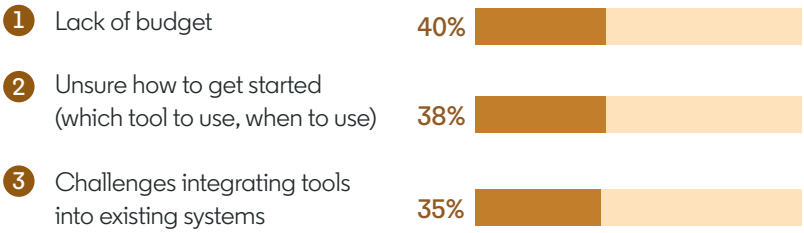
1. **Improving** hiring efficiency — 67%
2. **Reducing** time to hire — 52%
3. **Responding** to higher volume applicants — 45%

**TIP: Offer targeted GAI training**
From providing a better understanding of the role of GAI in hiring, to boosting your productivity with AI tools, a good first step is to offer courses on implementing AI in the hiring process.

## Barriers to GAI in hiring

As with any new technology, GAI must be used ethically and responsibly. From privacy protection to potential data inaccuracies, it's essential that organisations understand the capabilities, challenges, and limitations of GAI in the recruitment process.

### Top three barriers to GAI adoption in the recruiting process, according to UK TA pros:



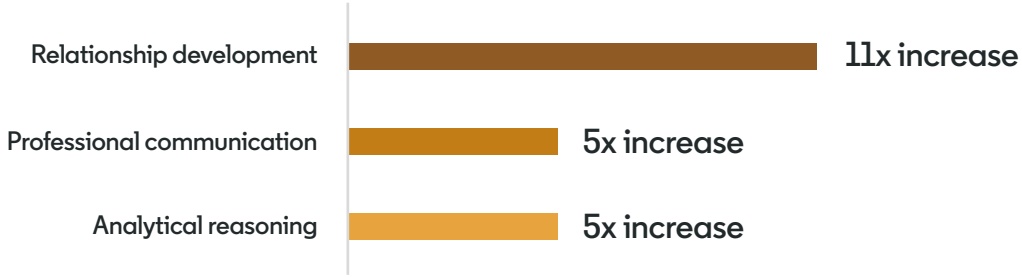



**TIP: Establish guiding principles on the use of AI**
Because of our five principles for AI work, we're a trusted partner in the AI space. Check out how we ensure our AI work is focused on advancing economic opportunity, upholding trust, promoting fairness and inclusion, providing transparency, and embracing accountability.

## Top skills increasingly required of UK TA pros

With GAI set to take over mundane tasks, employers are increasingly looking for recruiters who can take on more strategic roles. As this technology becomes more prevalent, it's imperative that TA pros also sharpen their human skills, such as relationship-building and interpersonal communication.

### Year over year increase of skill requirements on paid job posts for recruiting positions on LinkedIn:




**TIP: Work on the key soft skills needed in the age of AI**
From communication and empathy to relationship building and critical thinking, developing soft skills is more important than ever as GAI becomes more integrated.

"With AI now capable of handling many technical tasks, recruiters can focus more on being trusted partners for candidates and strategic consultants for hiring managers."



**Stefan Renzewitz,**
Group Head of Talent Acquisition,
Computacenter

## QUALITY OF HIRE

### Hiring the best possible candidates—and measuring the results

Measuring **quality of hire** has never been more critical. One reason for this is that employers have learned a lesson from the hiring binges of 2021 and 2022. And while 88% of TA pros in the UK agree that it has become increasingly important, just 19% feel confident in their organisation's ability to measure this effectively.

**56%** of UK TA pros **believe AI can improve how they measure quality of hire.**

**40%** of UK TA pros **believe AI can help improve their quality of hire.**

### GAI is poised to help enhance quality of hire

Adopting the correct GAI tools and practices lets your organisation streamline and enhance the measurement of quality of hire by:

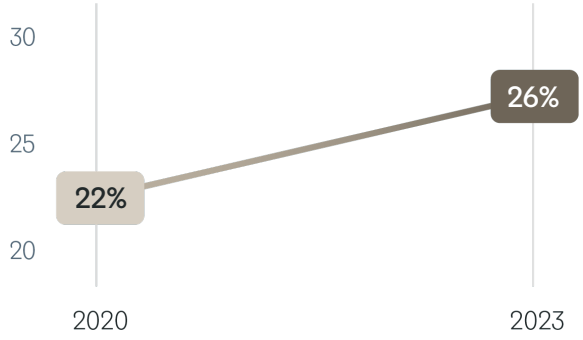
1. Analysing employee performance data to identify which hiring strategies consistently yield top performers.
2. Predicting long-term success by uncovering patterns in candidate attributes and post-hire outcomes.
3. Standardising evaluations and eliminating unconscious biases that can skew perceptions of candidate quality.

**TIP: Learn from LinkedIn—Explore AI tools that can help improve quality of hire**
LinkedIn has **experimented with AI tools** that record and analyse transcripts of interviews. This information can then determine the areas that need improvement and ultimately lead to better quality of hire.

## SKILLS-BASED HIRING

### Skills-based hiring is on the rise

People who have the skills to quickly adapt to new opportunities and challenges—including those posed by **AI**—are in high demand, with LinkedIn data showing that companies with the most skills-based searches are 12% more likely to make a quality hire.




**of paid job posts didn't require a degree.**

### How GAI is improving skills-based hiring

Manual skills-based hiring can be challenging, but with the help of **AI tools**, recruiters can easily analyse resumes to uncover skills, ensure accurate skills assessment, and remove bias from the hiring process. This frees up more time for recruiters to interact face-to-face with prospective candidates.

**TIP: Find new ways to evaluate candidates' skills**
These might include **skills assessments**, problem-solving exercises, and simulations of on-the-job experiences to see candidates' skills in action.

Scan the QR to read the full report or visit:
**https://business.linkedin.com/talent-solutions/resources/future-of-recruiting-uki**

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