

# **Top Tips!** **Recruiters Vs AI tools**



HASSON ASSOCIATES

**A real recruitment agency often outperforms AI tools in sourcing candidates due to several key factors.**

**Here's why...**

# Personalised Understanding

Recruitment agencies provide a **personalised approach, understanding** the **nuanced requirements** of employers and the **specific career goals** of candidates. This **human touch** ensures a **better cultural and skill fit** that AI tools might miss due to their reliance on predefined parameters and algorithms.

# Human Judgement

At Hasson Associates, we employ **experienced recruiters who can assess intangible qualities** like **personality, motivation, and interpersonal skills**, which are crucial for many roles but **difficult for AI to evaluate accurately.**

# Network & Relationships

Recruitment agencies such as ourselves have **extensive networks** and **relationships built over years**, enabling them to tap into passive candidates who might not be actively seeking jobs but are a perfect fit for a role. **AI tools typically only access active job seekers and online profiles.**

# Customizable and Flexible

Agencies can **tailor their services** to meet the **specific needs of employers**, offering **customised recruitment strategies**, from full-cycle recruitment to targeted headhunting. **AI tools often lack this flexibility and personalisation.**

# Holistic Evaluation

Recruitment agencies conduct **comprehensive candidate evaluations**, including **thorough interviews**, **reference checks**, and sometimes even **skills assessments**. While AI can automate parts of this process, it **cannot fully replicate the depth and quality of a holistic human evaluation**.

# Adaptability & Feedback

Agencies can **quickly adapt their strategies** based on feedback and **changing employer needs**, providing iterative improvements in the recruitment process. AI tools, while efficient, may **require significant time** and resources to **adjust their algorithms** and **improve accuracy** based on new feedback.



In summary, while AI tools can offer efficiency and data-driven insights, **real recruitment agencies bring a level of personal interaction, expert judgment, and nuanced understanding** that is essential for finding the best candidates for specific roles!

*“Being human is at the heart of what we do.”*

**Let's connect to discuss your hiring strategies.**

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