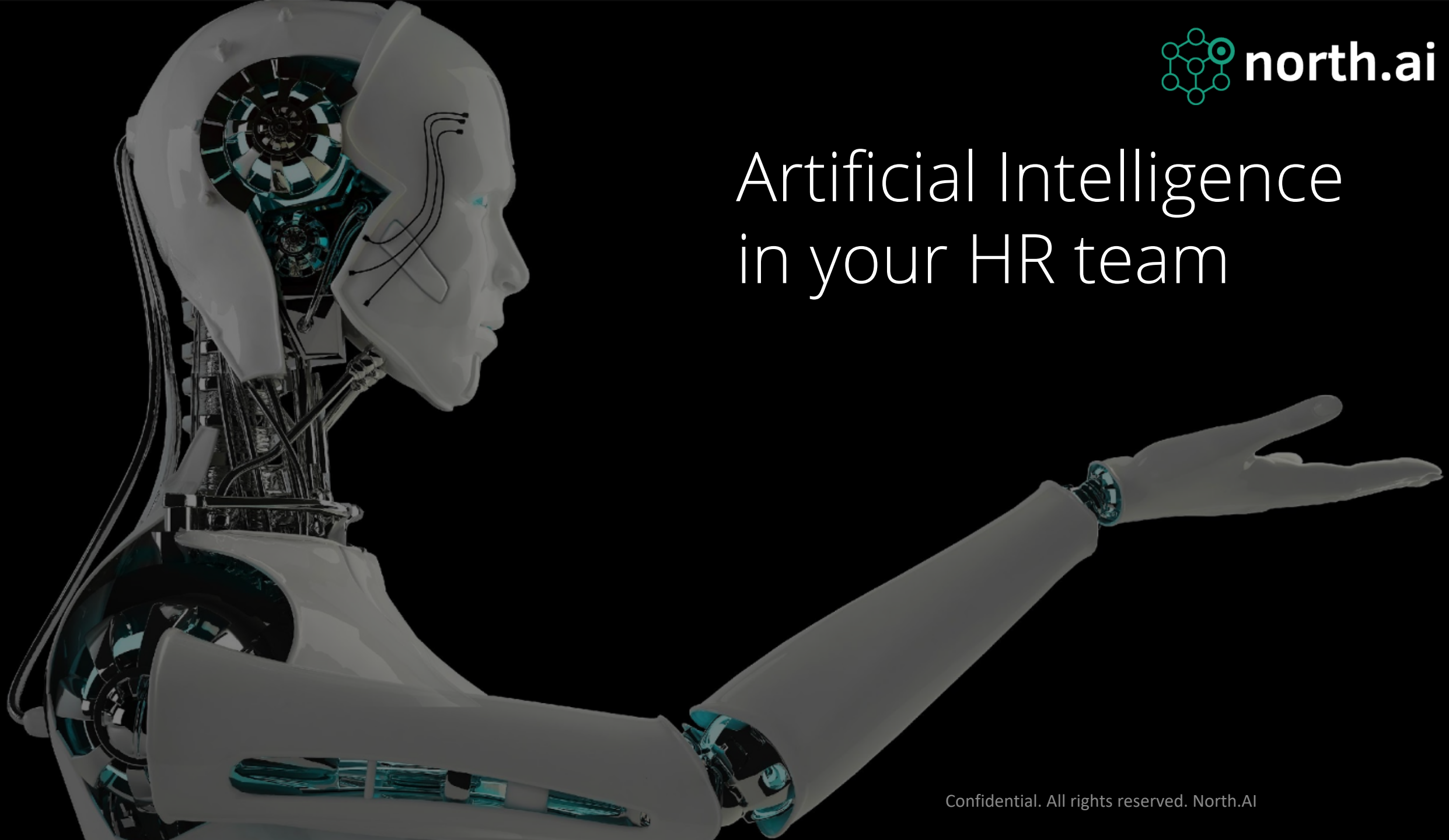
north.ai

Artificial Intelligence in your HR team



About North.AI

Purpose

To reduce hiring time through Artificial Intelligence (AI) and Machine Learning technologies

Team

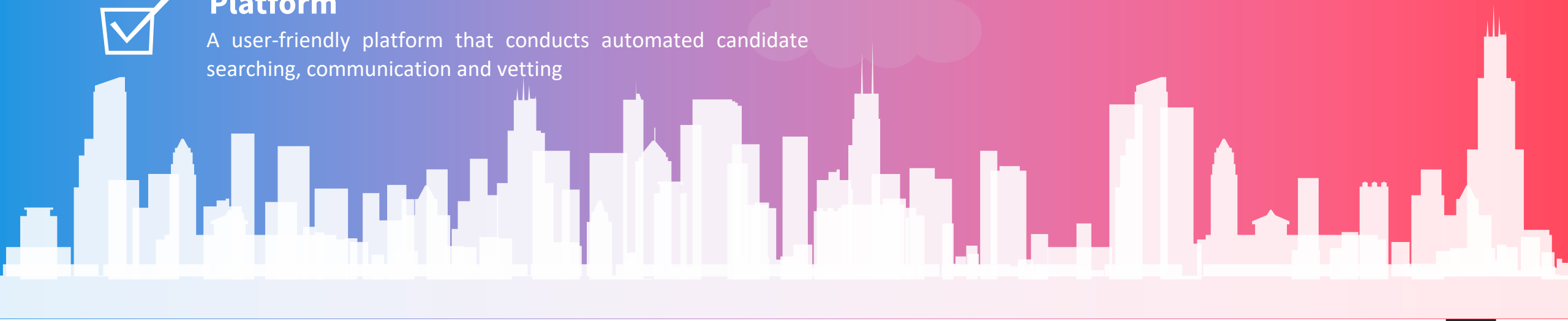
A highly experienced team of data scientists and software developers focused on machine learning algorithms, neural networks, and big data

Comprehensive HR officer's assistant

North.AI is not a chatbot but a system that streamlines and automates routine tasks

Platform

A user-friendly platform that conducts automated candidate searching, communication and vetting



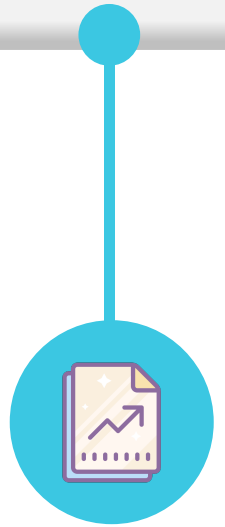
North.AI process

1. Searching CVs

Quickly scans job boards to select CVs fitting the job description

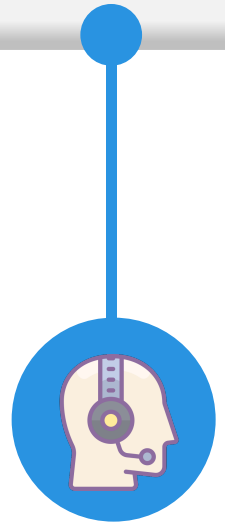
2. Screening CVs

Screens and rates each CV to assess its match to the job description and requirements



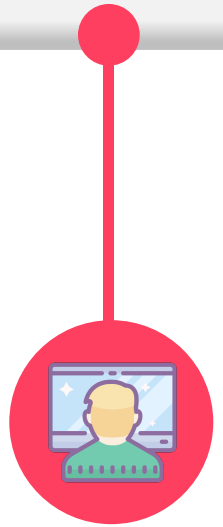
3. Communicating with candidate

Contacts the most suitable candidates via phone, email, SMS and defines the candidates interest



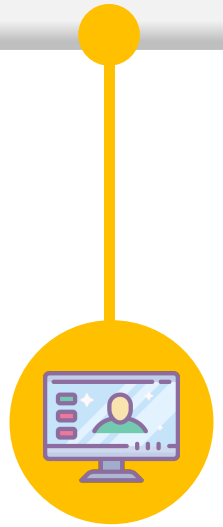
4. Video interview

Schedules and records video interviews with candidates



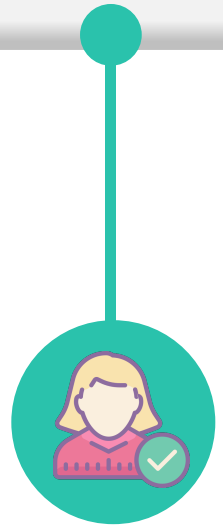
5. Personality assessment

Analyses video interviews to assess each candidate's match to the hiring company profile



6. Overall assessment

Calculates score for each candidate across all completed recruitment stages and identifies the best candidates



CV search and matching

Accelerated search for suitable CVs

- CV search across all integrated job boards simultaneously
- Fine-tuned filters set up by our analysts to screen out unsuitable CVs, leading to significantly lower expenses on calls and text messages

hh.ru HeadHunter SuperJob

North.AI unique artificial intelligence models

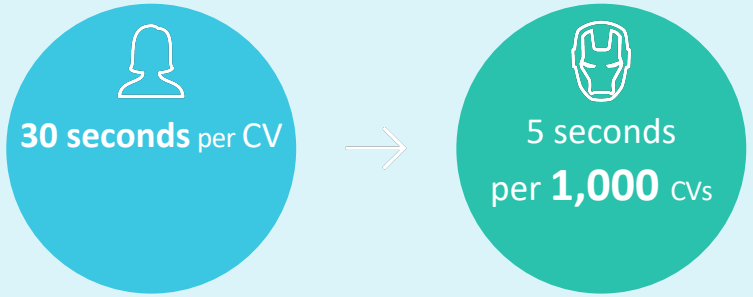
- The model is trained by the client in-house recruiters
- CV relevance assessment accuracy is 90%
- North.AI is capable of assessing all candidates without human bias and will not reject candidates who are really suitable
- The model can be trained on historical data from 1,000 companies

Automated CV matching

- North.AI eliminates the need to manually read CVs, using AI-based mathematical models it runs real time assessments
- The model also assesses each CV's match to the job description

Match
CV relevance – 93%
North.AI score

Accelerated CV assessment



Expert recruiter

Expert recruiter + North.AI

Candidate communication

Multi-channel candidate communication

- Phone calls
- Text messaging
- Email
- Messenger

North.AI candidate communication capabilities

- North.AI's chatbot is capable of speech and sentence recognition
- Answers the candidate's job-related questions
- Can ask questions and record answers as text
- Identifies stop factors
- Schedules interviews with candidates

Automated candidate communication scenario

- North.AI calls matched candidates
- Presents the company and position to candidates
- Defines whether the job is interesting to candidate
- Schedules a video interview with the candidate through email or text message
- If North.AI fails to reach the candidate via phone, it sends information about the job via email and text message with a reply option
- Each scenario is tailored to the client company

Fast processing of a large number of candidates through automated communication

Expert recruiter

Expert recruiter + North.AI

Video Interview Assessment

Video interview recording and storage

- Video interview questionnaire developed by our data scientists
- Standard live screening interviews are replaced with video interviews
- Video interview recording and review
- Videos are securely stored on FSTEC-certified servers
- Candidates can undergo video interviews at any time and place at their convenience

Video interview assessment by North.AI system

- Records video interviews with current employees
- Identifies the best employee profiles
- Analyses candidates' microexpressions and emotions
- Assesses candidates' answers based on the meaning recognised in their speech
- Analyses speech including voice tone and pace

Candidate assessment based on video interview

- Assesses the candidate's personality match to the hiring company's profile
- During video interviews, North.AI automatically rates candidates, thereby eliminating the need for each video to be watched
- Recorded video interviews can always be accessed as needed
- Link to the video can be shared with the hiring manager

Match
CV relevance – 93%
Video interview relevance – 86%
North.AI score

Fast processing of a large number of candidates through video interviews

30 minutes per candidate

Expert recruiter

20 minutes per **1,000** candidates

Expert recruiter + North.AI

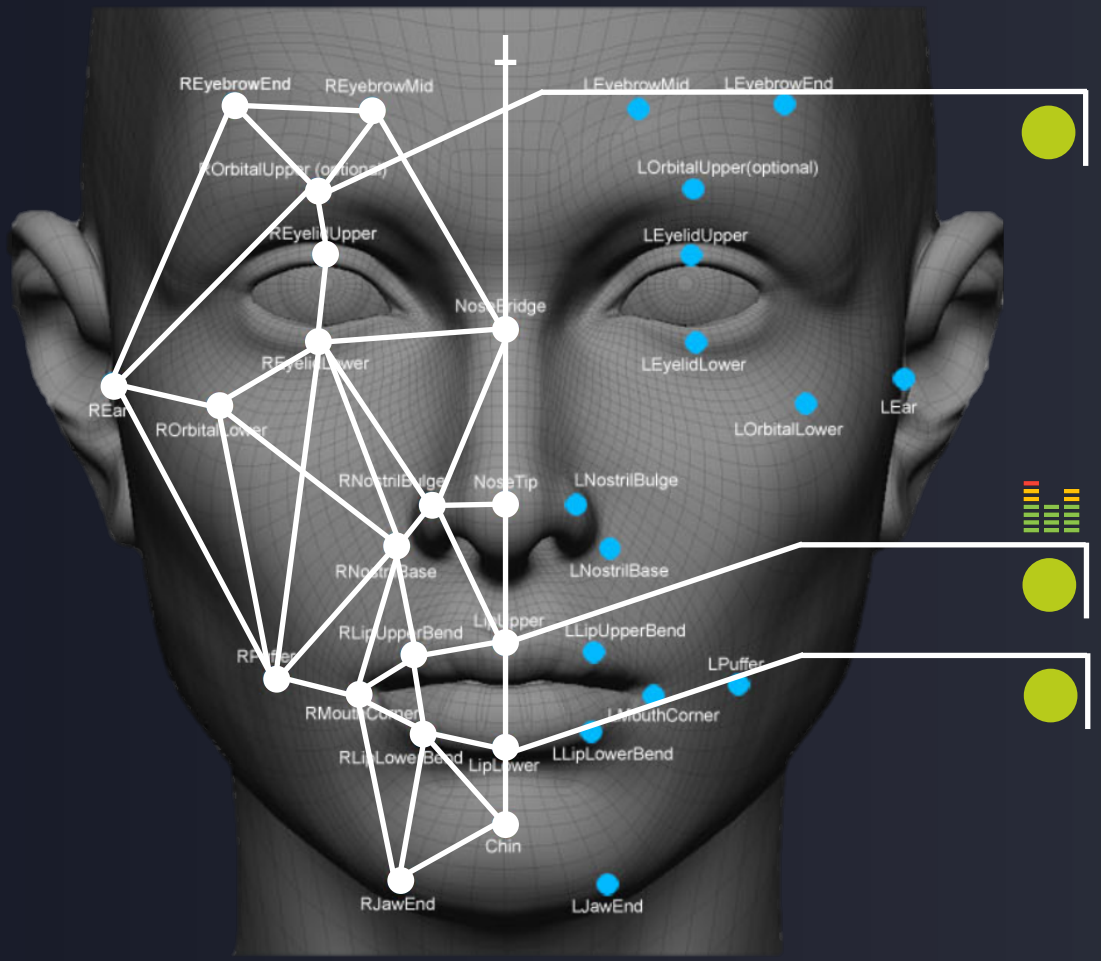
Video Interview Assessment In-depth

There are thousands of data points in just 10 minutes of recorded video comparing to the average multiple-choice assessment that contains only 30-100 data points, corresponding to the number of questions.

The data in a video interview is the same data we get while interviewing a candidate:

1. What a candidate says: the content of the speech
2. How they say it: intonation, inflection, and other audio cues
3. What they do while saying it: the expressions a candidate portrays, particularly in relation to what is being said at the time

A cutting-edge Data Science makes this new approach to assessment possible.



Image

- Recognizes candidate micro-gestures (analyzes 80 front face points)
- Identifies all 7 human emotions

Voice

- AI analyses 128 aspects of speech
- Identifies voice tone and pace of speech

Text

- Defines positive and negative context in answers
- Defines answer meaning and matches it with a benchmark

- OnDemand video interviews are asynchronous. Candidates record their responses to interview questions at the time of their choosing, on any device. In the same fashion, recruiters and hiring managers can review candidates' interviews side-by-side at any time. The average recorded response is 15-20 minutes long.

- Then a custom algorithm is created to analyze the interviews for each job role. The algorithm undergoes full validation testing, as well as adverse impact mitigation.
- AI - provides excellent insight into attributes like social intelligence (EQ), communication skills, personality traits, and overall job aptitude

Automated candidate search and assessment

	CV assessment	Candidate communication	Screening interview
Recruiter	30 seconds per CV	10 minutes per candidate	30 minutes per candidate
Recruiter + North.AI	5 seconds per 1,000 CVs	10 minutes per 1,000 candidates	20 minutes per 1,000 candidates