



CHAT2LEARN

Chatbot technologies for digital entrepreneurship education and adult learners

Project n. 2020-1-CY01-KA204-065974

*IO1: Developing a chatbot learning environment in the field of digital
entrepreneurship*

*1.1. Collecting best practices and tools on Technology Enhanced Learning and
creation of a resource library on topic*

PREPARED BY





Title H-Bot	
Date/Period 2020 – onwards	Authors Horizons, Bulgaria
Partner Nikanor Ltd, Bulgaria	

Element	Guiding question
Type of practice	<i>Technical application for HR chatbot assistant, focused on recruitment and with possibilities to scale up to training and development</i>
Publisher (optional)	<i>In depth interview with the practice owner</i>
Target audience	<p><i>The chatbot assistant has two main target audiences:</i></p> <ul style="list-style-type: none"> ● <i>Companies, which have open positions for new hires</i> ● <i>Real users – people who look for new job positions (these candidates can be passive or active)</i>
Objective/Aim	<i>The aim is to provide easy and automated communication with users – potential job applicants, and to help companies decrease the amount of time spent from their HR experts on structured screening interviews. This way, they can focus on in-depth interviews with candidates.</i>
Location/Geographical coverage	<i>Mainly in Bulgaria but could be translated and replicated to other languages as well</i>
Description	<i>The presented chatbot practice is focused on providing specialised HR solutions mainly in the field of initial stages of recruitment. It allows job candidates to receive information about open positions at any time and to share information about their skills and competences. At the same time, it helps recruitment consultants collect information about suitable candidates for available open positions.</i>



	<p>The key feature of H-bot is that it follows the natural communication between both sides during the initial screening interview. The process uses the format of reverse mirroring to the typical application process, in which the candidate identifies a position, sends their CV, is contacted by a HR specialist for initial talk and if suitable – continues with in-depth interview. With H-bot, the communication flow leads the candidate through the screening process (in a form of live chat with the bot) and if s/he is identified as a suitable candidate for the position, the applicant is invited to send their CV.</p> <p>H-bot has options to postpone the reply or to forward the chat for intervention by a human HR consultant, if the question is more complicated or requires specific information. This way, the conversation emulates a person-to-person interaction and encourages applicants to continue the process. The chatbot can also provide feedback to the applicant about the results and next steps and to organise meetings with HR consultants for live interviews.</p>
<p>Methodological approach</p>	<p>Horizons started the chatbot in 2019, with a beta version to test the application and its functionalities. The real chatbot started its operation in 2020.</p> <p>When creating H-bot's script (what it will actually say during the conversation), Horizons asked their own recruitment consultants to describe real screening interviews. Examples of real questions and answers were taken and included, so as to resemble real live interviews and two-side communication. The leading approach was not focused on automation and forwarding potential applicant to the company's site for more information, but on the recruitment process and specifics of person-to-person interaction. In addition, the chatbot does not rely on recognition of key words. In case of specific or more complicated question, it transfers the conversation to humans.</p> <p>Technical side of the chatbot was developed by an IT company. An intuitive platform was used, instead of creating specific software.</p> <p>During the testing period, H-bot was discussed with HR experts at different events.</p>
<p>Finance</p>	<p>H-bot was developed with company's own resources.</p>



	It is also offered as a service to clients.
Constraints (optional)	<p>The service is very innovative for Bulgaria. It is better accepted among younger people and highly educated users, while older or lower qualified ones still have some worries.</p> <p>Positives: 1) People are curious and if they pass the initial stages, continue the conversation until the end of the process. 2) Some people might feel under stress to easily talk to a stranger and typing with the chatbot makes them more comfortable. In addition, H-bot involves them in a question-and-answer interaction, which resembles real people-to-people conversation, and offers forwarding to a human, if necessary.</p> <p>Negatives: Among the identified challenges were mentioned:</p> <ul style="list-style-type: none"> • Legal constraints – after the initial interaction, GDPR-related issues might restrain some users from continuing, when they are asked to share some personal information. • Psychological constraints – some HR experts expressed their worries about the possibility for machines to assess humans, but Horizons explained that the chatbot only collects and stores information, and forwards it to human HR experts, who actually do the assessment and take the decision.
Outcomes	H-bot is available at the website of the company - www.horizons.bg , through a QR code, and is integrated with Messenger and WhatsApp.
Replicability and/or up-scaling	<p>Possibilities for up-scaling and integrating chatbots in HR practices were assessed as 5/according to the scale from 1 (= min) to 5 (= max)/</p> <p>As possible options were mentioned:</p> <ul style="list-style-type: none"> • Integration with different online job portals, where people, who has liked a job offer, can enter into direct communication with the chatbot. • To replace general HR questionnaires on company website for collecting information about potential candidates for future open positions.



	<ul style="list-style-type: none"> To interact with clients on company website – to collect and provide information in the field of HR and L&D.
Conclusion (optional)	Such was not shared
Opinion (optional)	<p>On the scale from 1 (=min) to 5 (=max) about:</p> <ul style="list-style-type: none"> Usability – 3 – The service is extremely innovative for Bulgaria and only about 2% of users, who initially registered on Horizon’s website, pass the entire process with the H-bot. People still need to learn how to use it. Integration – 4 - The chatbot can easily be up-graded with new modules for the next stages of the recruitment process or adapted to the specific HR software used in the company, or for learning by adding additional modules typical for the training process. It can also integrate audio and video files for diversifying users’ experiences.
Further considerations	The practice was awarded as “Best HR project for SME” for 2020 by the Bulgarian People Management Association.