

How **AI & VR** Tech Will Transform the World of Work



Immersive technologies and artificial intelligence (AI) have already started to change the workplace as we know it and are heralding a new age for talent acquisition. The acceleration of machine learning (ML), augmented reality (AR), blockchain, and conversational AI tools (such as ChatGPT) have presented possibilities across the HR lifecycle that businesses everywhere can't afford to miss.

Imagine the opportunities for both employees and employers as virtual recruiting events, more immersive meetings with global colleagues, AI talent acquisition assistance, more data-driven upskilling/reskilling transition from emerging technology to the new normal.

“ I would say the challenge is finding the balance between adopting the technologies, tools, and even scientific innovations that exist today, while also still being open to experiment with what you might need tomorrow.

– **Tomas Chamorro-Premuzic, Chief Innovation Officer at ManpowerGroup**

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OK Computer! Who's Excited for New Tech?

ORGANIZATIONS HAVE IMPLEMENTED OR PLAN TO IMPLEMENT IN THE NEXT THREE YEARS:

72% UPTAKE OF ML



71% FOR CONVERSATIONAL AI & AI IN GENERAL

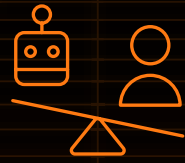
65% FOR VR

To understand how employees and employers feel about these new technologies and where they think the greatest opportunities lie, ManpowerGroup surveyed nearly 39,000 employers across 41 countries in their latest [Employment Outlook Survey](#) and ran a series of polls with candidates. The results demonstrate that employers are excited about new technologies and beginning to harness them to manage their workforces and recruit talent.

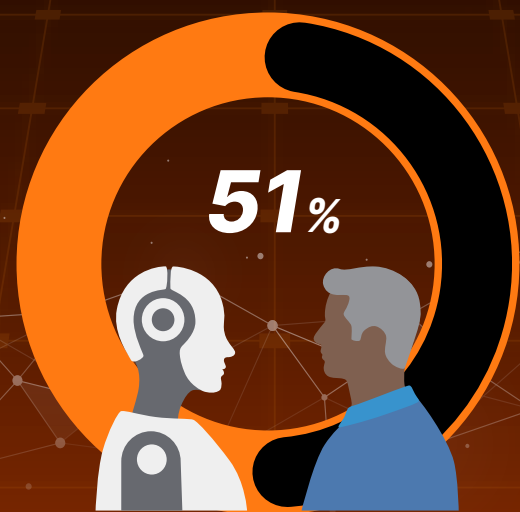
Seven out of ten (70%) organizations globally have already implemented new technologies such as AI, VR, and ML within their recruitment, or plan to within three years. While 72% of employers already use ML or are planning to in the next three years, 71% say the same for conversational AI and AI more broadly. Nearly two thirds (65%) are also using VR or plan to in the not-too-distant future.

It's clear that organizations recognize that new technologies have the potential to change the game when it comes to recruitment and the vast majority are actively planning for its implementation.





A Balancing Act While Revolutionizing Recruitment



51%
**OF CANDIDATES
REPORTED FEELING
COMFORTABLE
WITH VR INTERVIEW**

ManpowerGroup found a similar enthusiasm for technology among employees and potential candidates, but not as a replacement for human-to-human interaction. For example, **while only 38% of respondents would feel comfortable having an application reviewed entirely by AI technology, nearly 60% of professionals would be open to VR recruitment experiences** such as job fairs.

As candidates move through the recruitment process, comfort levels of tech-only interactions begin to change. More than half (51%) of candidates reported feeling comfortable with a VR interview, but a third strongly disagreed with having no human interaction until the final interview, the most popular response. The key to success is embracing technology in a way that enhances - not replaces - recruiters.

This mixed picture not only reflects the sentiment amongst job applicants, but also the employers who assess them. By automating the initial stages of the hiring process, organizations can get faster, higher quality candidate matches. And when it comes to onboarding new staff, nearly two-thirds of employers believe that the metaverse will have a positive impact.

” *The onboarding process can be a major delay in setting new employees up to work. When it comes to background checks and verification, AI could be transformative.*

- Christine Kiefer, Senior Vice President - Practices, Experis



Recruiters are not going anywhere – in the future, their role is likely to be enhanced by freeing-up time to focus on the more human element of their jobs. Think less time on paperwork, more time getting to know potential candidates and ensuring they're the right fit for the job, as Experis Senior Vice President Christine Kiefer points out.

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If you think about the role of a recruiter today, there's a lot of time spent on very manual tasks. When you are trying to search for the right candidates, there's a lot of administrative work, and time spent talking to candidates that aren't going to be the right match. That's where AI can be very helpful.

– Christine Kiefer, Senior Vice President – Practices, Experis

ChatGPT brings an obvious benefit to recruiters' time, due to the ability to write job specifications from a guided prompt, as well as AI-powered software reviewing applications. Recruiters can take more time to better understand and know their candidates with the time they've recovered from previously reviewing tens or hundreds of resumes for a single role.

This wave of new technology, particularly AI, comes at a time when skills are in short supply and if used effectively, can undoubtedly help companies better compete for talent and manage their workforces.

So while there is much to be excited about, these technologies aren't there to replace recruiters – but enhance them. Candidates still demand human-to-human contact, and recruiters must ensure that a balance is struck between saving time and in-person interactions throughout the hiring process to determine the right people for the right roles.

” *There's a level of subjectivity that needs to be assessed critically by a human when it comes to a decision on who gets the job.*

– Jeff Brown, Director, Global Portfolio Strategy – RPO & MSP, ManpowerGroup



Breaking Barriers

OVER **2/3**



**RECRUITERS AGREE
THAT INTRODUCING
AI WILL REMOVE
SUBCONSCIOUS BIAS**

A more widespread use of new tech in the hiring process is removing biases. Using AI tools to select the most qualified candidates avoids basing those decisions on personal judgment. New software allows you to input your expectations, which the program uses to objectively define potential candidates.



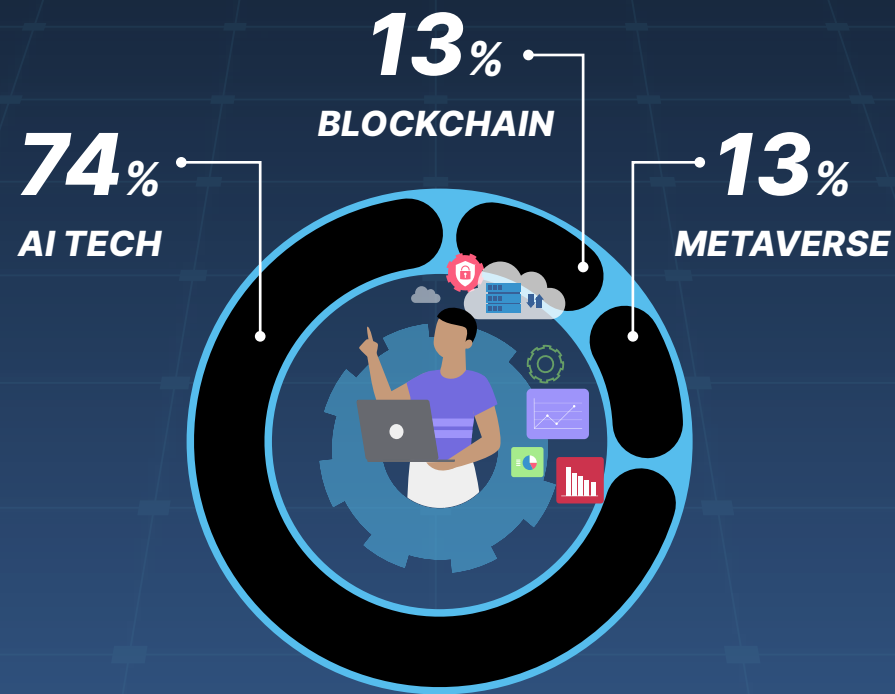
Over two-thirds of recruiters agree that introducing AI will remove subconscious bias. Yet their second-biggest concern about it is algorithmic bias, so there is cautious excitement about AI's potential in this area.

Such concerns are well-founded: Research from MIT found that machines were more likely to associate positive words with white faces, and negative ones with black faces.

To eradicate prejudice from the hiring process, technology will be vital – but there remains a long way to go.



Into the Future



WHICH TECH OF THE FUTURE DO YOU THINK WILL MOST IMPACT YOUR CAREER?

So which technologies are going to revolutionize the way jobs are done? A ManpowerGroup LinkedIn poll of 1,687 people found that 74% respondents think AI tech (such as ChatGPT) will have the most impact on their careers, followed by the metaverse and blockchain.

The role of new technologies has transformative implications for hiring, coaching, and embedding new team members – but is this where it ends? If AI has been deployed to help transition candidates into employees, can it also help them do their job?



AI will allow us to focus on the uniquely human aspects of our jobs. It can enable us to focus on the elements of our work which require human interaction, while carving off the things that a machine can do better than a person.

– Christine Kiefer, Senior Vice President – Practices, Experis

Technology's potential is arguably most exciting when it comes to manual roles: instead of heading into a potentially dangerous working environment, employees could complete the project remotely, using robotics. In California, for instance, firefighters use VR headsets to practice drills to stop wildfires from spreading, while cutting back on potential dangers like inhaling carcinogens.

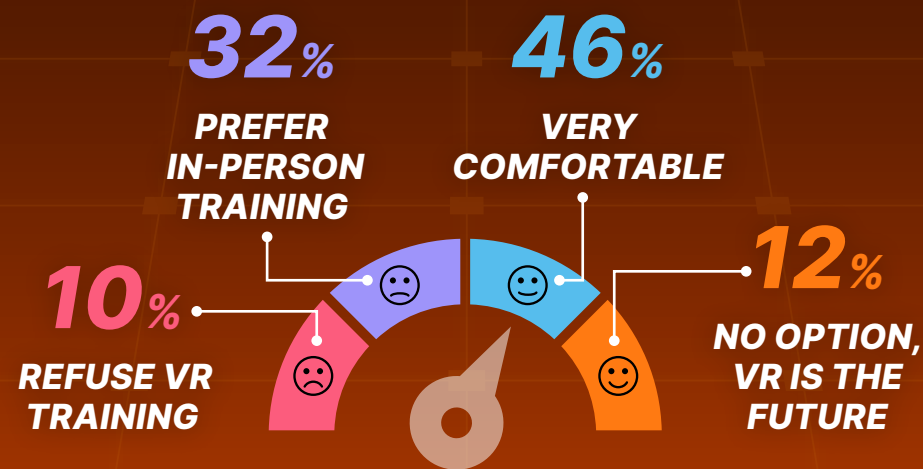
When it comes to the future of AI, some are painting a dark picture of the potential downfalls. Like any tool, there will be pros and cons and it's good to know them all to wield it wisely. For organizations, however, there are more than a few bright spots – **and those who can harness the technology's potential will reap the rewards of tomorrow.**





Powering Up Upskilling & Reskilling

**HOW COMFORTABLE
WOULD YOU FEEL ABOUT
HAVING COACHING DELIVERED
IN THE METAVERSE?**



Using immersive and interactive experiences can provide a safe environment to practice real-life scenarios which are otherwise difficult to replicate and certainly can't be done with a PowerPoint presentation. VR can simulate emergency scenarios, team dynamics, or high-stress environments, without the need for in-person role play exercises, which can be expensive and uncomfortable for candidates.

A [University of Nottingham](#) study measuring the effectiveness of VR safety training versus traditional PowerPoint training found that the virtual training was significantly more effective. **The VR trainees' long-term retention was better and they reported higher levels of engagement and willingness to undertake training in the future.** In addition to being more effective, VR in the metaverse can also enhance the types of skills that employees can learn.

When ManpowerGroup asked candidates how comfortable they would feel having coaching or training delivered in VR, nearly half (46%) said they would be very comfortable. With a VR experience, candidates can learn more effectively and their mentors can monitor in real-time and provide bespoke coaching.



We don't see coaches being replaced by the metaverse or virtual reality. We see them being augmented. In the metaverse, mentors can observe mentees' reactions and provide guidance to improve decision-making and problem-solving. All in a realistic but safe environment that can be delivered in cost-effective and scalable way.

- Tomas Chamorro-Premuzic, Chief Innovation Officer, ManpowerGroup





Bridging Analog to Digital: Virtual Reality & the Workplace



AGREED THAT THE METaverse WOULD IMPROVE INTERACTIONS WITH COLLEAGUES IN OTHER LOCATIONS

As working remotely and with colleagues across geographies becomes more commonplace, virtual workspaces have potential to help bridge the digital divide, according to Chamorro-Premuzic. From [Google HQ](#) to the [European Parliament](#), much has been said about the transformative potential of new technologies such as AI and the metaverse and 65% of respondents to a ManpowerGroup poll agreed that the metaverse would improve their interactions with colleagues in other locations.



AR is what bridges the digital and analog world. We need things that happen in the office to be captured in the online experience, and vice versa.

– **Tomas Chamorro-Premuzic,**
Chief Innovation Officer, ManpowerGroup

To deliver on the promise of new technologies, employers must seize the opportunities they create, without compromising the irreplaceable elements of in-person interaction. **That means realizing AI's revolutionary potential to drive productivity and value without dehumanizing the workplace.**

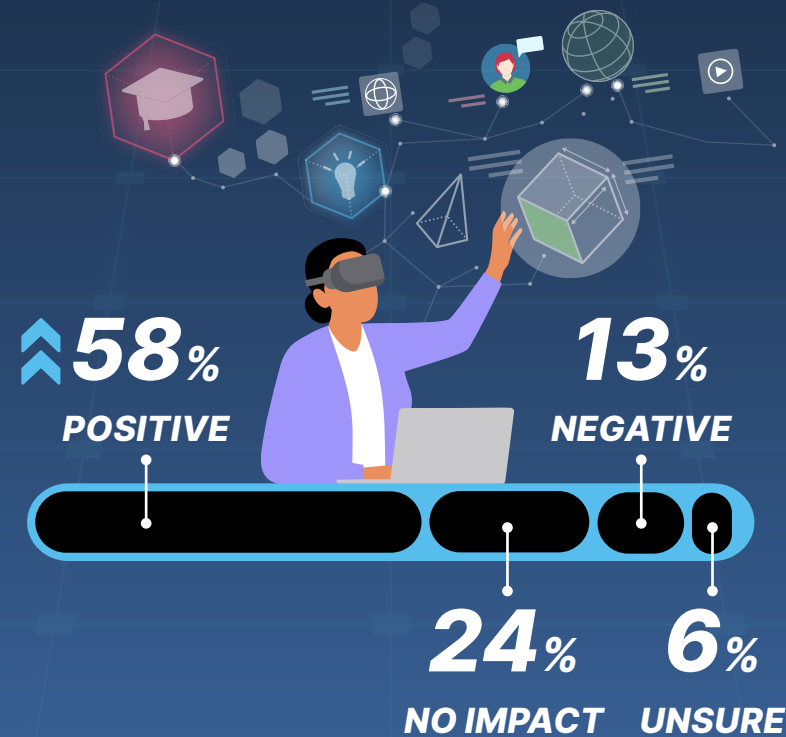


Augmented Talent: How AI, VR & Immersive Tech are Changing Skills

Advances across these technologies are significantly altering the nature of work. From data entry to basic customer support, a broad array of tasks is now routinely undertaken by machines. Autonomous vehicles are being trialed in logistics, and the first customers are buying products from virtual showrooms, while in other industries, the possibilities are yet to be fully realized.

These changes are having a profound impact on the types of work that people will be doing in the future. By 2030, 1.1 billion jobs are liable to be radically transformed by technology, according to the Organization for Economic Co-operation and Development (OECD).

HOW WILL IMMERSIVE TECH IMPACT HEADCOUNT?



A common concern surrounding automation is that it will result in widescale job losses as the work previously done by people is taken over by technology. In fact, research suggests that the adoption of new technologies has actually resulted in a net increase in jobs.





The latest data from ManpowerGroup's Employment Outlook Survey found that more than half of employers (58%) anticipate that immersive technology will lead to them employing more staff. However, the types of jobs that are being created, and the skills that these new employees will need, are being reshaped.

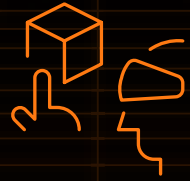
New technologies may eliminate certain job roles but they also create brand new opportunities. **Jobs that require creativity, critical thinking, complex problem-solving, interpersonal skills, and emotional intelligence are less likely to be automated.** As we have seen in the past, technological advances invariably lead to the emergence of new industries and job sectors. New tech also requires employees to have a new set of skills so they can make the most of its capabilities.

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We're only just beginning to see how virtual reality might change people's work and the skills they need to progress their careers. There's going to be a need for new skills that we're not even aware of yet. The demand for these 'meta skills' will grow, with people increasingly doing roles that involve virtual reality. For example, that could involve presentation, how to communicate well in VR, how to appear creative but not eccentric.

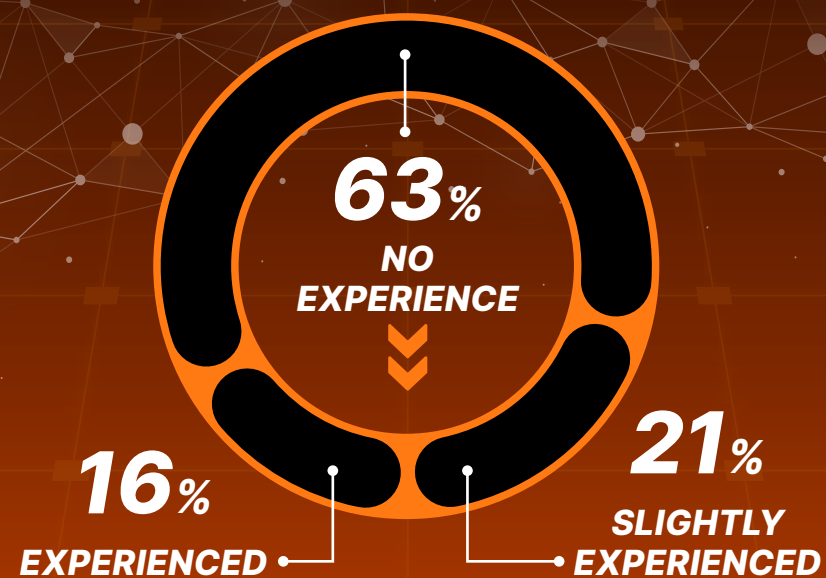
- Christine Kiefer, Senior Vice President – Practices, Experis





Reality Check: Bridging the Gap Between the Skills We Have & the Skills We'll Need

HOW COMFORTABLE ARE YOU WITH USING THE METAVERSE?



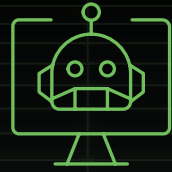
Immersive tech, AI, and VR are transforming the types of skills that employees need to do their jobs well but the current workforce is severely underprepared for this. In a workplace of continual technological change, it can be difficult for employees to keep ahead of the skills curve. Our recent survey found that 63% of respondents had no experience of using the metaverse in a professional context.

To ensure that individuals can thrive throughout their careers, employers will need to create an ecosystem which supports workers to be constantly evolving their skills. As well as being the catalyst for this skills revolution, immersive tech has the potential to help ensure that workers can develop those new skills. A PwC study looking at the effectiveness of VR in training found that it is not only significantly more effective than traditional e-learning, but it may also be more effective than desk-based classroom learning. Trainees who undertook a course in VR completed it four times faster than those who did the same course in the classroom. They were also 35% more likely to act on what they had learned.

“Employers should think about how they can make sure the skills of their workforce can be effective. So, where possible, managers want to avoid bringing in new talent if they can upskill or reskill the talent they have. The metaverse provides us an opportunity to simulate so much of that. Virtual reality can be a tool to help give your team the skills they need.

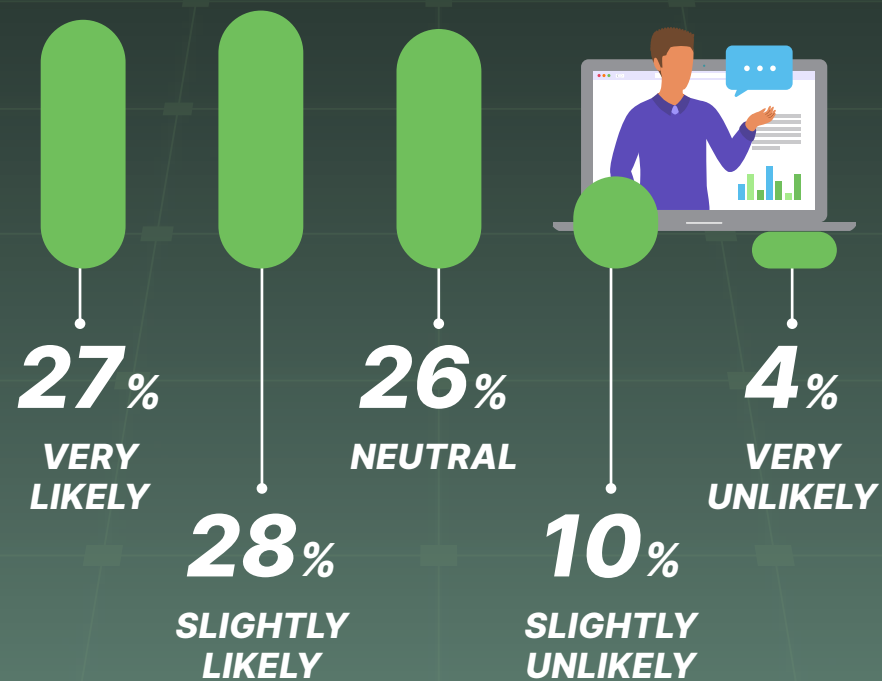
– **Jeff Brown, Director of Global Portfolio Strategy at ManpowerGroup**





Virtual Coaching, Authentic Skills: The Academy of the Future

ARE YOU MORE OR LESS
LIKELY TO TAKE UP COACHING
IN THE METAVERSE?



Taking full advantage of the benefits that VR can bring to training and coaching, **ManpowerGroup and Experis have built the Experis Academy – a VR university in which candidates have access to high-quality training.** Candidates have the advantage of more creative exercises and learning methods. The Academy also allows for better cross country-collaboration and greater flexibility. It is more efficient and effective for employers, and employees are also more engaged, more likely to complete the course, and more likely to retain the information they learn.

As opportunities like the Experis Academy become more widely available, more people will benefit. Research shows that there is real appetite for immersive training – 55% of respondents said they would be very or slightly more likely to take up coaching opportunities if they were delivered in the metaverse, compared to only 4% who said that they would be very unlikely.



Experis Tech Academy

New technology and new methods of training are improving the way employers can train, coach and upskill their teams. This is vital if workforces are going to be able to make themselves ready for the way in which these same new technologies are revolutionizing the very nature of work. **With the help of VR, employers can train and prepare their workers at speed and scale, creating a high-skilled workforce in which employees spend more time on higher-value work.**



Impacts on the Future of Work



1 New technologies such as ChatGPT create as much opportunity for candidates as they do for recruiters. For every organization using AI to read a CV, there's likely a candidate using it to write one. Our research suggests that candidates are very comfortable with the idea of using AI to help apply for jobs.



2 AI will transform some, but not all, of the hiring process. Parts of that process, such as matching candidates with the right roles, could be fully automated in the not-too-distant future. For others (e.g., final interviews), candidates still prefer human interaction.



3 AI can be a powerful tool in reducing bias in the recruitment process. New technologies can help organizations meet the challenge of removing bias from recruitment and create opportunities that are equally accessible to all.

4 New technology can transform how organizations train existing employees - and how they hire new ones. In some scenarios the Metaverse can provide a more effective training experience than conventional digital tools such as PowerPoint - and employees learn more than they would in the classroom.



5 The Metaverse can help bridge the digital divide created by remote and flexible working. Compared with regular video calling, a virtual workspace such as the ManpowerGroup Experience Hub can give a real impression of the company's culture and bring global colleagues together.



About Experis

Experis is the global leader in professional resourcing and project-based services. Experis accelerates organizations' growth by attracting, assessing, and placing specialized expertise in IT to deliver in-demand talent for mission-critical positions and projects, enhancing the competitiveness of the organizations and people we serve. Experis is part of the ManpowerGroup family of companies, which also includes Manpower and Talent Solutions.

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