Automation & AI Maturity Model

Capability	Initial	Managed	Defined	Quantified	Optimized
Integration Capability	Ad-hoc integrations with limited automation and manual data transfer.	Basic integrations exist with some level of automation and data synchronization.	Standardized integration process & tools implemented with consistent data flows.	Integration performance metrics are measured and monitored to ensure efficiency and accuracy.	Advanced integration capabilities are in place, such as real-time data synchronization & seamless connectivity with various systems.
Sourcing Approach	Informal sourcing methods with minimal use of technology and limited candidate reach.	Basic recruitment channels and tools are utilized for candidate sourcing.	Defined sourcing strategies and channels are in place, such as job boards, social media, and internal candidate pool.	Sourcing metrics are measured and tracked, including source effectiveness.	Advanced sourcing techniques are implemented, such as AI-powered sourcing, and predictive analytics for sourcing optimization.
Candidate Experience	Limited focus on candidate experience with minimal communication and feedback.	Basic candidate engagement practices are followed, such as timely responses and consistent communication.	Well-defined candidate experience framework established (i.e.personalized communication, streamlined application processes, regular updates).	Communication and response metrics are measured and tracked	Advanced candidate experience practices implemented, leveraging tech like chatbots and personalized onboarding experiences.
Data Enrichment	Data is fragmented and inconsistent, with limited efforts for enrichment and cleaning.	Basic data cleansing processes are in place, addressing major data quality issues.	Standardized data enrichment and cleaning processes are established, ensuring data accuracy, completeness, and consistency.	Data quality metrics are defined and monitored, such as data accuracy rates and duplicate records.	Advanced data management techniques implemented: automated data validation, machine learning algorithms for data cleansing, ongoing data governance practices.
AI-Enabled Recruiting	Limited or no use of AI in recruiting processes.	Basic AI tools are used for tasks like resume screening and simple candidate matching.	AI applications clearly defined & integrated into recruiting process stages (i.e. candidate screening, assessment for candidate selection).	Performance metrics related to AI adoption and impact are measured, such as time-to-hire, quality of hires, and cost savings.	Advanced AI technologies leveraged: natural language processing, chatbots for candidate engagement, and AI-driven workforce planning and talent analytics.
Applicant Pool Creation	Limited applicant pool creation efforts, relying primarily on job postings.	Basic applicant pool creation strategies implemented (i.e. talent network building and passive candidate sourcing).	Well-defined applicant pool creation processes & strategies in place (i.e. proactive sourcing, talent pipelines, talent community engagement.	Metrics related to applicant pool size, diversity, and engagement are tracked and measured.	Advanced techniques are employed, such as AI-driven talent pooling, talent market mapping, and targeted talent acquisition campaigns for niche skills.