

AI ROI GUIDE

The AI Impact ROI Guide for Recruiting & HR Teams

.TrackImpact



CONTENTS

In This Guide

1 — Overview	3
2 — Why ROI Matters Now	4
3 — ROI Levers	6
4 — Real-World Examples	8
5 — Proof Point	10
6 — Change Management	12
7 — Conclusion	15
8 — Next Step	17

What ROI Means for Recruiting & HR Teams

Time saved is the leading indicator — but for recruiting and HR teams, the compounding value shows up in faster time-to-fill without sacrificing candidate quality, recruiters spending more time on relationships and less on manual sourcing, and hiring managers who get shortlists in hours instead of weeks.



Speed & Capacity

AI-assisted sourcing and screening are already helping recruiting teams build candidate shortlists in minutes instead of days — freeing capacity during the exact hiring surges when recruiter bandwidth is stretched thinnest.

Quality of Hire

Teams pairing AI-assisted outreach with human judgment report improved quality-of-hire outcomes — not just faster fills, but hires who perform well and stay, which is the metric that actually matters to the business.

Talent

By automating repetitive sourcing and screening, AI gives recruiters back the time and energy that burnout research consistently ties to attrition — a real risk in a function already asked to do more with flat headcount.

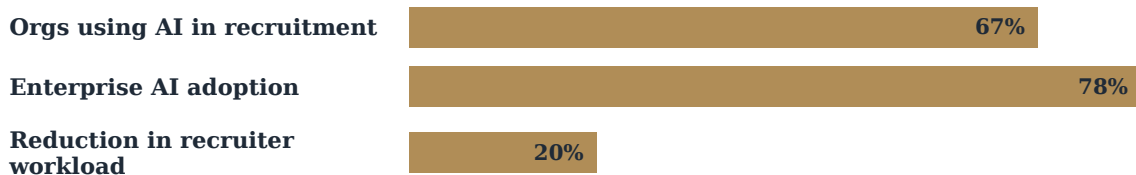
Why ROI for AI Adoption Matters Now



Recruiting and HR teams are navigating a familiar squeeze: application volumes that have doubled since 2022, hiring managers demanding faster time-to-fill, and leadership asking recruiters to surface "hidden gem" candidates they wouldn't have found otherwise — all without adding headcount.

AI adoption in recruiting has moved from experimental to mainstream fast. 67% of organizations now use some form of AI in their recruitment process, with enterprise companies leading at 78% adoption, and 93% of talent acquisition professionals say they plan to grow their AI use in 2026.

Source: LinkedIn, "Future of Recruiting" report, cited via HR Dive, 2026



The time savings are measurable at the individual recruiter level too — professionals using generative AI in their recruiting workflow report saving roughly one full workday per week, a 20% reduction in overall workload.

Source: LinkedIn Talent Solutions, cited via HR Dive, 2026

And the gains aren't just theoretical. When Certis, a security solutions provider, paired LinkedIn's Hiring Assistant AI agent with LinkedIn Talent Insights, recruiter productivity jumped 60-70% — moving candidate shortlists that used to take days down to minutes.

Source: HRD Asia, "Hiring Supercharged: LinkedIn's First AI Agent Boosts Recruiter Output by up to 70%," Oct 2025

Where AI Actually Delivers

✓ Efficiency	✓ Accuracy	✓ Time Back
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Where It Still Needs a Human

✗ Relationships	✗ Human Judgment
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Proven ROI Levers for Recruiting & HR Teams

Core levers recruiting and HR teams are using today to connect AI adoption to measurable business outcomes — ordered by priority and grounded in publicly reported, sourced examples from across the industry.

Business Outcome	Example Lever	Real-World Example
Time-to-Fill	AI-assisted sourcing & screening	Certis cut sourcing time by almost a third and moved from candidate shortlists that took days to shortlists built in minutes, using LinkedIn's Hiring Assistant AI agent.
Recruiter Productivity	AI-assisted outreach & candidate matching	Hiring Assistant boosted Certis' recruiter productivity by 60-70% when paired with LinkedIn Talent Insights.
Candidate Experience & Completion	AI-driven video interviews & assessments	Unilever's AI-based hiring process, using Pymetrics and HireVue, lifted candidate completion rates from roughly 50% to 96%.
Time-to-Hire at Scale	End-to-end AI hiring pipeline	Unilever's hiring cycle dropped from about four months to roughly four weeks — a 90% reduction in time-to-hire — across a 250,000+ annual application volume.
Cost Savings	Reduced manual screening hours	Unilever saved more than 50,000 hours of candidate interview time and over £1 million annually after adopting AI-based screening.
Firm-Wide Adoption	Platform rollout depth	67% of organizations now use some form of AI in recruiting, with enterprise adoption reaching 78%.

TURNING INSPIRATION TO ADOPTION

Turning Inspiration to Adoption

Real ROI comes from moving beyond broad enthusiasm to focused execution. Teams seeing the strongest results narrow in on a set of high-impact workflows where AI materially changes how work gets delivered — not just makes individual tasks faster.

A single requisition is a clear example. From sourcing through onboarding, AI can reduce friction across the full lifecycle of a hire — accelerating sourcing, screening, and coordination, and freeing recruiters for the relationship-building work that actually drives quality of hire.



Managing a Requisition From Sourcing to Offer

#	Stage	How Teams Use AI	Process
1	Sourcing & Screening	AI-assisted candidate sourcing	AI agents scan candidate pools and surface matches — LinkedIn's Hiring Assistant helped Certis cut sourcing time by almost a third.
2	JD & Outreach Drafting	AI-drafted job descriptions & outreach	AI drafts first-pass job postings and personalized outreach sequences, freeing recruiters from templated writing.
3	Interview Coordination	AI-assisted scheduling	AI handles the back-and-forth of interview scheduling across candidates, hiring managers, and panels.
4	Candidate Assessment	AI-driven video interviews & assessments	AI-scored assessments and structured video interviews standardize evaluation — Unilever lifted candidate completion rates from ~50% to 96% this way.
5	Offer & Onboarding	AI-assisted offer & onboarding workflows	Reclaimed recruiter time is redirected toward closing candidates and building the relationships that drive quality of hire.

Real-World Examples

Two publicly reported, independently sourced examples of AI adoption in recruiting and hiring — included to show what realistic ROI looks like today, cited from trade-press reporting and the vendors' and clients' own published case studies.

Cutting Sourcing Time With an AI Hiring Agent



Certis, a security solutions provider, adopted LinkedIn's Hiring Assistant — LinkedIn's first AI agent, built to automate repetitive sourcing tasks — paired with LinkedIn Talent Insights to streamline its recruiting process.

Key Outcomes

- Recruiter productivity increased 60-70% when Hiring Assistant was paired with LinkedIn Talent Insights
- Sourcing time cut by almost a third, freeing recruiters from manually scrolling through profiles
- Candidate shortlists that used to take days were built in minutes
- Hiring Assistant surfaced niche candidates for roles that had been open for months

Source: HRD Asia, "Hiring Supercharged: LinkedIn's First AI Agent Boosts Recruiter Output by up to 70%," Oct 2025

Rebuilding Hiring at Scale With AI Assessments



Unilever redesigned its early-career hiring process around AI-based digital assessments and video interviews, partnering with Pymetrics for gamified cognitive and behavioral assessment and HireVue for AI-analyzed video interviews, spanning more than 250,000 annual applications globally.

Key Outcomes

- Hiring cycle time dropped from roughly four months to about four weeks — a 90% reduction in time-to-hire
- Candidate completion rates rose from roughly 50% to 96%
- Saved more than 50,000 hours of candidate interview time
- Delivered more than £1 million in annual cost savings while improving hire diversity

Source: The Case Centre, "Unilever: Transforming Preliminary Hiring Through End-to-End AI-Based Digital Process"; HireVue customer case study

Time Saved → Business Value

A 6-person recruiting and HR team saves roughly 20 hours/month per person by stacking AI across sourcing, screening, and coordination — a conservative slice of the one-day-per-week savings LinkedIn reports among Gen AI users.

Assuming a conservative 50% of that reclaimed time converts to faster fills or reallocated recruiter capacity, here's what that's worth against the cost of TrackImpact's own tracking layer.

Reallocated Hours

hrs/mo	20 hours saved per team member, per month	× 6 people
	× 50% reallocated to sourcing depth or candidate relationships	
=	Total reallocated hours per month	60 hours

Value Created

value	60 reallocated hours	× \$65/hr blended recruiter/HRBP rate
=	Value created per month	\$3,900

Cost to Track & Prove It

cost	6 seats	× \$19/seat/month (TrackImpact Team)
=	TrackImpact cost per month	\$114

That's roughly a 34x return — not on the AI tools doing the work, but on the cost of proving what they're worth.

\$65/hr is an illustrative blended hourly value for recruiter and HR business partner time, including overhead — actual figures vary by role, seniority, and market. This calculator separates two different costs: the AI tools generating the time savings (sourcing agents, assessment platforms, and similar tools) and TrackImpact's own cost to track and prove that value.

TRACKIMPACT — TRACK & SCORE

Turn Everyday AI Use Into Evidence

Once a task is worth doing, TrackImpact is where it gets logged — the tool, the task, the time saved. Every entry is automatically scored for automation-readiness, and the highest-scoring tasks are flagged as candidates to become a standing loop: a process that runs on a trigger, takes a bounded action, and gets better from its own results.

Track, score, and step back — the whole loop, live today. That's how scattered AI usage becomes the evidence the next budget conversation runs on.

TOOL	TASK	TIME SAVED	SCORE
ChatGPT	Draft first-pass client email	15 min	82 — Loop candidate
Otter.ai	Transcribe client call	20 min	65
Excel Copilot	Reconcile month-end entries	35 min	40



↳ Recorded outcome feeds the next run

Get started → trackimpact.io

ROI Is a Change Management Process

AI doesn't create ROI on its own — proving it requires a structured approach to adoption, and a system for turning scattered usage into evidence leadership can act on.



Start With a Targeted Pilot

AI doesn't create ROI on its own — proving it requires more than picking a workflow and hoping. The strongest pilots follow three steps: **track** the real, granular tasks inside the workflow — not "sourcing" but "screen this resume against the req and flag if it's worth a first call"; **score** each logged task for automation-readiness — does it need a person's judgment, is it a good AI+human candidate, or could it run with minimal oversight; then **step back** and ask which high-scoring tasks could become a standing loop — something that runs on a trigger, takes a bounded action, and gets better from its own results — instead of a one-off AI-assisted task repeated by hand.

What Strong Pilots Include

#1

A logged, high-volume workflow

A repetitive task tracked at the task level — candidate sourcing, resume screening, interview scheduling.

#2

A clear KPI to track against

Time-to-fill, sourcing time per req, or candidate completion rate.

#3

A defined pre-/post-benchmark

Measured before rollout begins, so the pilot has something real to compare against.

#4

A small, engaged group

A handful of recruiters across req types — not just the highest-volume hires.

TRACKIMPACT — SEARCH PROFILES

Not Sure Where to Start? Search Your Job Title.

TrackImpact's marketplace covers thousands of O*NET job titles, and every profile breaks the role down into its real, recurring tasks — not "use AI for marketing," but the actual activities someone in that seat does every week — each matched to a concrete AI approach and an automation-readiness read.

Instead of guessing which tasks are worth automating, search the job title and see the answers already mapped out.

SEARCH

"Senior Financial Analyst"

TASKS MAPPED

38 recurring tasks found

→ SAMPLE TASK MATCH

"Reconcile the variance report against last month, flag anything outside a 5% band."

HITL SCORE: MEDIUM — AI DRAFTS, YOU REVIEW

Search your job → www.trackimpact.io/search/

From Proven ROI to Team-Wide Impact



AI is already helping recruiting and HR teams deliver real ROI — not just in hours saved, but in faster fills, better candidate experience, and recruiters who spend more time on the relationships that drive quality of hire.

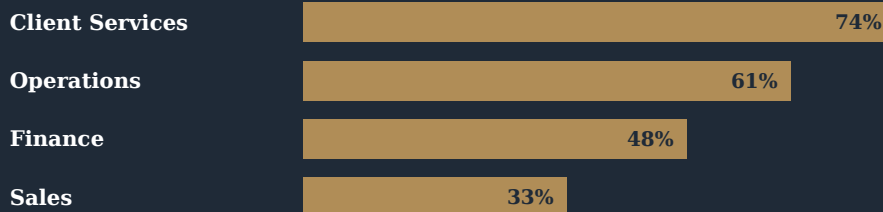
Outcomes will vary by req mix and how deeply a team integrates AI into its workflows. But the teams seeing the strongest returns are the ones treating adoption deliberately — tracking who's using what, for which tasks, and what it's worth — instead of guessing at year-end.

TRACKIMPACT — TEAMS

See Impact Across the Whole Organization

Teams brings every individual's tracked and scored activity together at the organizational level — so leadership can see adoption and value by department, site, or role, and compare who's driving results.

It's the difference between a handful of enthusiastic early adopters and a rollout that can actually be managed and reported on.



See how it works → trackimpact.io

Start Scoping ROI for Your Team

This section is the input TrackImpact uses to help you scope, track, and prove AI's impact on your team — here's how the pieces fit together, and what to work out with your team before you roll anything out.

Questions to Answer Before You Scale

These are the questions that shape how your team rolls out and tracks AI adoption — work through them with your team before committing to a rollout.

What are your top business priorities, and how might AI support them?

e.g. Cutting time-to-fill, improving quality of hire without added headcount

Which workflows do you want to focus on first? Why?

e.g. Candidate sourcing, resume screening, interview scheduling

What would the impact of improvement look like?

e.g. Faster fills and stronger candidate slates without adding recruiters

What pain points are slowing your team down today?

e.g. Sourcing volume, screening time, scheduling overhead across time zones

Who else needs to be involved in evaluating this?

e.g. Head of Talent, HRBPs, hiring managers, legal/compliance

What questions or objections are you anticipating?

e.g. "How is this different from what we already track in our ATS?" "What about bias and fairness in AI-scored assessments?"

Ready to Set Up TrackImpact for Your Team?

Reach out and we'll get you started — mapping roles, setting up your team, sending onboarding invites to your staff, and walking through how the platform and reporting work.



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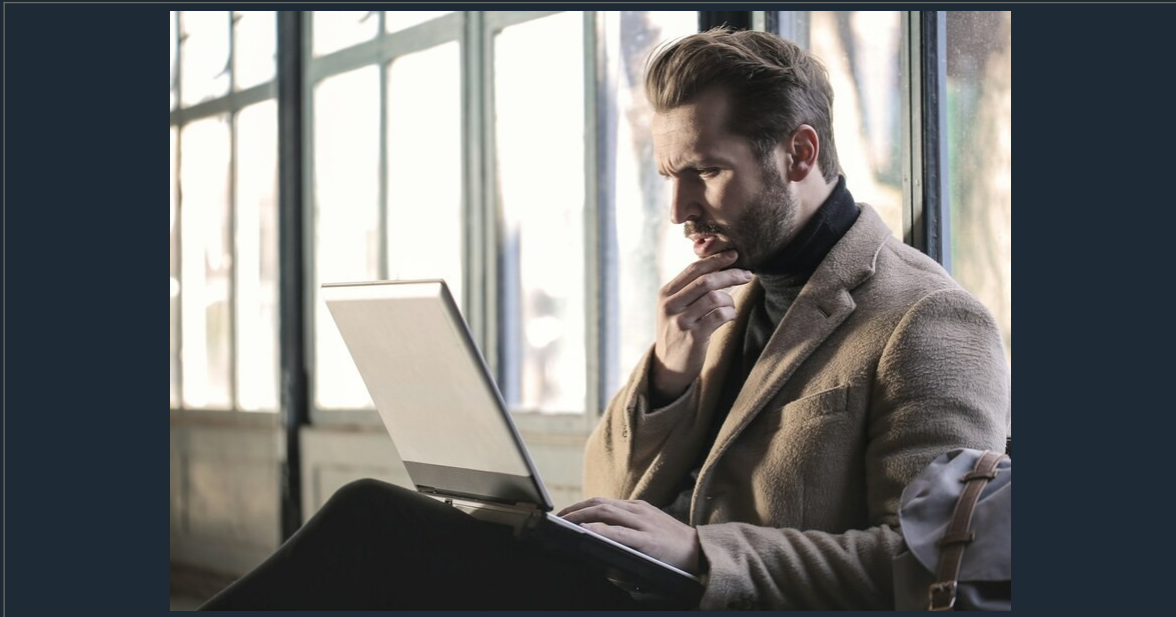
Web: trackimpact.io

READ NEXT

The AI Skills Guide

This guide made the case for AI at the organizational level. The AI Skills Guide takes it to the individual — the specific habits, prompts, and workflows that turn AI from a tool people dabble with into one they rely on daily.

A natural next step for any team lead rolling this out person by person.



Read the AI Skills Guide → www.trackimpact.io/guides/ai-skills-guide/

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- Team meeting in a modern office — Vitaly Gariev / Unsplash (img-recruiting-why-roi.jpg)
- Team collaborating around a whiteboard during a meeting — Vitaly Gariev / Unsplash (img-recruiting-workflow.jpg)
- Two people drawing on a whiteboard — Kaleidico / Unsplash (img-recruiting-case1.jpg)
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