

AI Monthly: How AI is challenging authenticity in recruitment

Two-thirds of job seekers now utilise AI to craft applications, while employers adopt algorithms to manage the surge in applications. The real challenge has now become identifying authenticity in a process increasingly driven by machines



AI tools have prompted surging job applications, and as employers grapple with the rising flow of potential candidates, authenticity has grown more crucial than ever

Paradigm shift in application procedure

Traditionally, job applications involved substantial preparation. Candidates often spend several days conducting in depth research on the company, refining their résumés, and crafting cover letters. The prevailing belief was that a well-written cover letter could set candidates apart by demonstrating rigorous research of the company and portraying an authentic profile.

Today, generative artificial intelligence models (Gen AI) can generate a perfectly targeted cover letter at the click of a button – if you prompt it well. Failing to do so, however, may lead to [inaccuracies or made-up statements](#) that could diminish chances of getting hired. While this significantly reduces preparation time, it raises a bigger question: How will recruiters be able to see the authentic self behind the application if everyone uses the same tools?

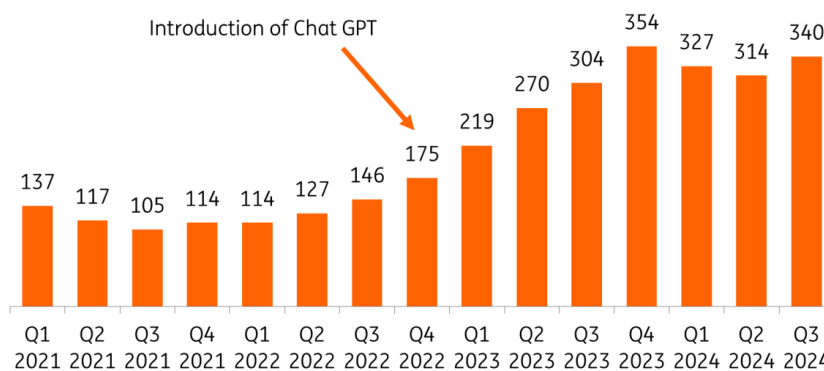
According to the [2025 Market Trend Report](#) by Career Group Companies, a leading US recruiting

firm, about two-thirds of job candidates in the US say they use AI when applying for jobs. This includes not only résumé and cover letter writing, but also interview practice, career guidance, and perfecting their headshots.

AI-driven tools combined with standardised application processes have compressed hours of preparation into mere seconds, enabling candidates to apply at scale. And recruiters are feeling the strain. Human resources (HR) teams today are handling almost three times more applications than three years ago. Part of the problem stems from AI auto-apply tools that lower the barrier to mass applications. The reason is not such much an increase in the number of job seekers but rather the fact that platforms like LinkedIn, where [applications rose 45% year-over-year](#), facilitate the application process with easy-apply features. This surge in application volumes is forcing talent teams to rethink their workflows to keep pace.

Recruiters are drowning in applications

Average number of applications per hire



Source: Ashby Talent Trends Report

Higher added value by implementing AI

To deal with the surge in applications, employers are increasingly turning to AI. Today, approximately [88% of companies already use AI](#) for initial candidate screening, filtering resumes and cover letters. Some companies even employ automated first-stage interviews, eliminating the need for early recruiter contact.

According to a [survey from Boston Consulting Group](#), 92% of firms report benefits, with over 10% seeing productivity gains of up to 80% through AI-driven candidate matching. This efficiency frees recruiters to focus on strategic priorities like talent development and retention.

Industries with high turnover, such as staffing and flex work, can benefit the most. Faster matching [reduces time-to-hire](#) and therefore leads to more placements and ultimately higher revenue. Advanced and well-trained models can even uncover hidden workforce potential and reduce inefficiencies in “mix-and-match” models. Over time, this translates into efficiency gains, lower costs, and better margins for employers.

Balance is key

Efficient implementation requires extensive candidate data, demanding robust cybersecurity and

compliance measures. After all, AI is only as good as the data it is trained on. Continuous monitoring and refinement are essential to ensure it enhances fair hiring practices, rather than eroding them.

The increasing implementation of AI in the hiring process is already providing major benefits, such as streamlined processes and increased efficiency. However, hiring is not a transaction; it's also about building relationships. Although algorithms can rank skills and match candidates to job descriptions, they cannot fully capture personality or cultural fit.

The challenge for employers and applicants alike is not whether to use AI, but how to maintain authenticity throughout an increasingly automated process. Applicants can differentiate themselves by adding personal insights and individuality to their applications. Companies that combine the speed of AI with genuine human interaction can boost efficiency while maintaining a positive candidate experience.

Ultimately, AI should enhance human judgement, not replace it. While recruitment will remain a fundamentally human decision, those who strike the right balance between automation and human judgment will hire smarter and build stronger teams.

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