Telefónica Tech applies Generative AI to evolve the selection processes of Eurofirms People First

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Eurofirms People First, Spain's leading multinational talent management company, is moving forward with its commitment to innovation and is relying on Telefónica Tech to evolve its human resources management with generative artificial intelligence (Generative AI) solutions that enhance its efficiency, productivity and operational agility.

The agreement signed by both companies involves implementing a recommendation system, based on Generative AI, which improves the efficiency and accuracy of the recruitment processes by comparing more than 20 parameters of potential candidates (education, languages, work experience, sector, etc.), while guaranteeing fairness, inclusion and accessibility to employment, excluding any type of bias (gender, race, sexual orientation, disability, etc.). In this way, it streamlines the work of the human resources professional, who will continue to have the final decision.

The solution, which will be implemented initially in Spain and will be extended to the rest of the countries in which Eurofirms People First is present, will be one of the artificial intelligence success stories that Telefónica will discuss on 5 March during the session ' Future-Proofing Your Business in the Age of AI', which is part of the official GSMA agenda of the Mobile World Congress (MWC).

The solution combines the requirements of the available job offers with the most suitable profiles based on information gathered from various data sources and an automated system that recommends the best candidates according to specific parameters defined in advance for each vacancy.

This automated matching of candidates and vacancies is expected to significantly reduce the time spent cross-referencing information on vacancies and candidates, enhancing the specialist's performance in finding the best matches. Subsequently, once the system has streamlined the initial review of potential candidates' profiles, it will be the Eurofirms People First selection team who, in view of the results, will make the decision on the selected candidate or candidates and finalise the process. Eurofirms People First currently has a total of 4,000 active job offers and manages an average of 30,000 new CVs per month.

As part of the agreement, Telefónica Tech has also developed a virtual assistant based on Generative AI, to which Eurofirms People First employees will be able to send questions and receive answers through Microsoft Teams. Using the compilation and processing of numerous data sources (document repositories, knowledge bases, internal documentation, etc.), the virtual assistant will offer automated support to search the company's document repository, resolve queries and internal incidents and clarify certain legal and/or labour-related questions. Similarly, Telefónica Tech will accompany Eurofirms People First in its process of training the personnel who will use these AI-based tools.

Anna Golsa, corporate general manager of Eurofirms People First, says:

> This project is a reflection of the firm commitment we have at Eurofirms People First to innovation; always with the aim of improving people's lives in the workplace. These Artificial Intelligence projects are designed to significantly improve both the experience of employees and that of job seekers, helping the latter to find the offers that best suit their profiles and personal interests, and allowing companies to quickly identify the most suitable candidates. In this way, AI becomes a tool that empowers people rather than replacing them

Elena Gil Lizasoain, director of artificial intelligence and data at Telefónica Tech for Spain and the Americas, says: "We are very proud to continue contributing to improving the functioning of the labour market with artificial intelligence solutions that help HR professionals streamline recruitment processes. Artificial intelligence builds more efficient businesses by having the ability, among many others, to

analyse large amounts of data and automate processes and tasks to facilitate decision-making”.

Telefónica Tech has more than 400 professionals specialising in artificial intelligence distributed across 10 specialised centres dedicated to research, development and the application of use cases. In the field of employment, the technology company has extensive experience collaborating on projects with various employment councils applying AI to adjust supply and demand, and guiding the unemployed with training recommendations based on the most in-demand professional skills.

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