

GENERATIVE AI IN HR:

10 REAL-WORLD CASE STUDIES TRANSFORMING HUMAN RESOURCES



Unilever — Transforming Recruitment with AI-Powered Screening

The Problem

Unilever processes hundreds of thousands of job applications every year across global markets. Manually reviewing that volume wasn't just time-consuming — it was creating serious bottlenecks that slowed down hiring decisions and left candidates waiting far too long for responses. Recruiters were spending the majority of their time on screening rather than on actual hiring conversations.

How Generative AI Was Used

Unilever partnered with HireVue to implement an AI-driven recruitment process that uses generative AI to screen candidates, analyze video interviews, and shortlist applicants based on role-specific criteria. The system assesses communication patterns, responses, and competency indicators — giving recruiters a much cleaner shortlist to work from without the manual legwork.

The Results

Unilever reduced time-to-hire by **75%** and cut recruitment costs significantly. Hiring managers got to spend their time on final-stage conversations with genuinely qualified candidates rather than sifting through piles of applications manually.

Key Takeaway

AI doesn't replace the recruiter — it removes the part of recruiting that was never a good use of a recruiter's time in the first place. The human judgment still happens, just at the right stage.

IBM — Using AI to Predict Employee Attrition

The Problem

Losing a good employee is expensive — replacing them typically costs anywhere from **50% to 200%** of their annual salary when you factor in recruitment, onboarding, and lost productivity. IBM was dealing with attrition at scale and needed a way to get ahead of it rather than simply react to it after the fact.

How Generative AI Was Used

IBM developed an AI-powered retention tool that uses generative AI and predictive analytics to identify employees who are at risk of leaving before they actually hand in their notice. The system analyzes patterns in employee behavior, engagement scores, tenure data, and role satisfaction signals to flag potential attrition risks early enough for HR to act on them.

The Results

IBM reported saving approximately **\$300 million** in retention costs over several years. HR teams were able to have targeted, timely conversations with at-risk employees — offering development opportunities, role changes, or additional support before the decision to leave was made.

Key Takeaway

Retention is far more cost-effective than replacement. When AI gives HR teams early warning signals, they can intervene with the right conversations at the right time — rather than running exit interviews and wondering what went wrong.

\$300M

Retention Savings

Reported savings over several years

200%

Max Replacement Cost

Of annual salary to replace one employee

L'Oréal — Personalizing Candidate Experience at Scale

The Problem

L'Oréal receives over a million job applications annually. Creating a personalized, engaging candidate experience at that scale — without an enormous HR team — was genuinely impossible using traditional methods. Most candidates received generic automated responses, which damaged the employer brand and led to high drop-off rates during the application process.

How Generative AI Was Used

L'Oréal implemented Mya, an AI-powered conversational chatbot that communicates with candidates throughout the entire application journey. The system answers questions, provides real-time updates, collects information, and keeps candidates informed at every stage — in a warm, conversational tone that feels nothing like a standard automated email.

The Results

Candidate satisfaction scores went up noticeably, and HR teams saved hundreds of hours previously spent on repetitive candidate communication. L'Oréal also reported a higher quality of completed applications because candidates were better informed about what was expected of them from the start.

Key Takeaway

Candidate experience is part of employer branding. When AI handles the communication load, every applicant gets a consistent, respectful experience — regardless of whether they get the job.

Vodafone — Automating HR Policy Q&A with Generative AI

The Problem

Every HR team knows the feeling. The same questions arrive daily — about leave policies, benefits, payroll schedules, performance review timelines, and onboarding processes. Each one takes time to answer individually, and across a large workforce, the volume adds up fast. HR teams were spending a disproportionate amount of time on low-complexity, high-frequency queries.

How Generative AI Was Used

Vodafone deployed a generative AI-powered HR assistant that employees could query directly for policy information and HR-related questions at any time. The system draws from the company's internal HR knowledge base to provide accurate, contextual answers in real time — without employees needing to wait for an HR team member to become available.

When AI handles the high-frequency, low-complexity queries, HR teams reclaim meaningful time for the work that genuinely requires human expertise and judgment.

The Results

HR teams at Vodafone reported a significant reduction in repetitive queries, freeing up meaningful time for more complex employee relations work. Employee satisfaction with HR responsiveness also improved because people were getting instant, accurate answers rather than waiting days for a reply.

Key Takeaway

Not every HR interaction needs a human behind it. Routine questions deserve fast answers — and when AI handles them, HR professionals can focus on the work that genuinely requires their expertise and judgment.

Accenture — Scaling Learning and Development with AI

The Problem

Accenture has over **700,000 employees globally**. Delivering relevant, personalized learning experiences to that workforce through traditional L&D methods simply wasn't scalable. Every employee has different skill gaps, different career goals, and different learning preferences — and a one-size-fits-all training curriculum wasn't moving the needle on actual skill development.

How Generative AI Was Used

Accenture uses generative AI to power a personalized learning platform that recommends courses, resources, and development pathways based on each employee's role, skills, performance data, and career aspirations. The AI continuously updates recommendations as the employee progresses and as business priorities evolve — making learning feel genuinely relevant rather than compulsory.

The Results

Accenture reported measurable improvements in learning engagement and skill development outcomes across the organization. Employees felt the development experience was built for them specifically — not a generic curriculum pushed to everyone. That sense of relevance drives actual completion and real-world application of learning.

Key Takeaway

Personalization at scale was previously impossible in L&D. Generative AI makes it the baseline — and when learning feels relevant, people actually do it.

Hilton — Streamlining Onboarding with Generative AI

The Problem

First impressions matter in employee experience just as much as they do in hospitality. Hilton was finding that slow, information-heavy onboarding was costing them early engagement — and in an industry with naturally high turnover, losing people in the first few weeks is a real and recurring problem. New hires were overwhelmed, HR teams were stretched, and the onboarding process felt more like administration than a welcome.

How Generative AI Was Used

Hilton implemented a generative AI-powered onboarding assistant that guides new hires through their first weeks on the job. The system answers questions, delivers personalized onboarding content, checks in on progress, and connects new employees to the right resources and people at the right moment — making the process feel guided rather than dumped on them all at once.

The Results

New hire satisfaction scores improved, and time-to-productivity shortened noticeably. HR teams spent less time hand-holding through administrative steps and more time on the human conversations that actually build culture and connection early on.

Key Takeaway

Onboarding sets the tone for the entire employee experience. When AI handles the information delivery, HR can focus on the relationship-building that makes new hires want to stay.

Schneider Electric — AI-Driven Performance Management

The Problem

Traditional annual performance reviews are widely disliked by both employees and managers. They're infrequent, often influenced by recency bias, and rarely give employees the timely, specific feedback they need to actually grow. Schneider Electric recognized that their existing performance management approach was more of a formality than a genuine development tool.

How Generative AI Was Used

Schneider Electric introduced generative AI into their performance management process to enable more continuous, data-informed feedback. The AI helps managers write clearer, more objective performance assessments by analyzing performance data and minimizing the influence of bias. It also helps surface development suggestions based on each employee's individual goals and performance patterns over time.



The Results

Managers reported finding the review process significantly less burdensome. Employees received more meaningful, specific feedback rather than vague annual summaries. The quality of performance conversations improved because managers were better prepared and working from clearer, more objective data.



Key Takeaway

Performance management works when it's continuous, specific, and fair. AI removes the bias and the blank-page problem — giving managers the structure to have better conversations more often.

Mastercard — Using Generative AI for Internal Talent Mobility

The Problem

One of the most underused resources in any large organization is its own internal talent. Employees with exactly the right skills to fill open roles often never hear about those opportunities — and the organization ends up hiring externally for positions that could have been filled from within. Mastercard recognized that poor internal visibility was costing them both money and employee engagement.

How Generative AI Was Used

Mastercard implemented an internal talent marketplace powered by generative AI that matches employees to open roles, projects, and development opportunities within the organization. The system analyzes each employee's skills, experience, and career interests against internal needs — surfacing opportunities that would never have been visible through a standard internal job board.

The Results

Mastercard improved internal mobility rates, reduced external hiring costs, and saw higher employee engagement because people could see a genuine path to grow within the organization. Retaining and redirecting internal talent proved far more cost-effective than consistently looking outside.

Key Takeaway

The talent organizations need is often already inside them. AI makes internal mobility visible and actionable — turning retention into a growth strategy rather than just a cost-saving exercise.

Siemens — Generative AI for Workforce Planning

The Problem

Workforce planning at a company the size of Siemens — with over **300,000 employees across more than 190 countries** — is extraordinarily complex. Understanding future skill requirements, identifying emerging gaps, and making strategic hiring decisions requires processing far more data than any HR team can manage manually. Most workforce planning was reactive rather than strategic.

How Generative AI Was Used

Siemens uses generative AI to support strategic workforce planning by analyzing workforce data, identifying emerging skill gaps, modeling different hiring and development scenarios, and generating actionable insights for HR leadership. The AI synthesizes internal data alongside external market trends to give planners a much clearer picture of what the workforce needs to look like across one, three, and five-year horizons.



Analyze

Workforce data and external market trends synthesized by AI



Model

Future hiring and development scenarios across 1, 3, and 5-year horizons



Act

Faster, more confident workforce decisions backed by significantly better data

Key Takeaway: Strategic HR requires strategic data. When AI can model what the workforce will need — not just what it needs today — HR moves from being reactive to genuinely leading organizational planning.

Amazon — Reinventing Employee Feedback with AI

The Problem

Collecting meaningful employee feedback at Amazon's scale and actually doing something useful with it is a genuine operational challenge. Traditional surveys generate enormous volumes of data that HR teams simply don't have the bandwidth to analyze properly. Important themes get missed, response times are slow, and employees start to feel like their feedback disappears into a void — which makes them less likely to give honest input over time.

How Generative AI Was Used

Amazon explored using generative AI to analyze large volumes of employee feedback, identify recurring themes, flag emerging concerns, and surface actionable patterns for HR and leadership teams. Rather than HR teams manually reading through thousands of survey responses, the AI distills the signal from the noise and presents clear, prioritized themes that leadership can actually act on.

When AI handles the analysis, the feedback loop closes faster — and employees see that their voices genuinely shape decisions.

The Results

HR teams were able to respond to employee concerns faster and more specifically. Leadership got a clearer, more honest picture of what was happening across the organization. Employees felt more confident that their feedback was being heard — because the responses and actions that followed were more targeted and timely than before.

Key Takeaway

Feedback is only valuable if someone acts on it. AI turns survey volume into clear insight — making it possible to close the loop with employees in a way that actually builds trust over time.

CERTIFICATION IN GENERATIVE AI IN HR & L&D



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