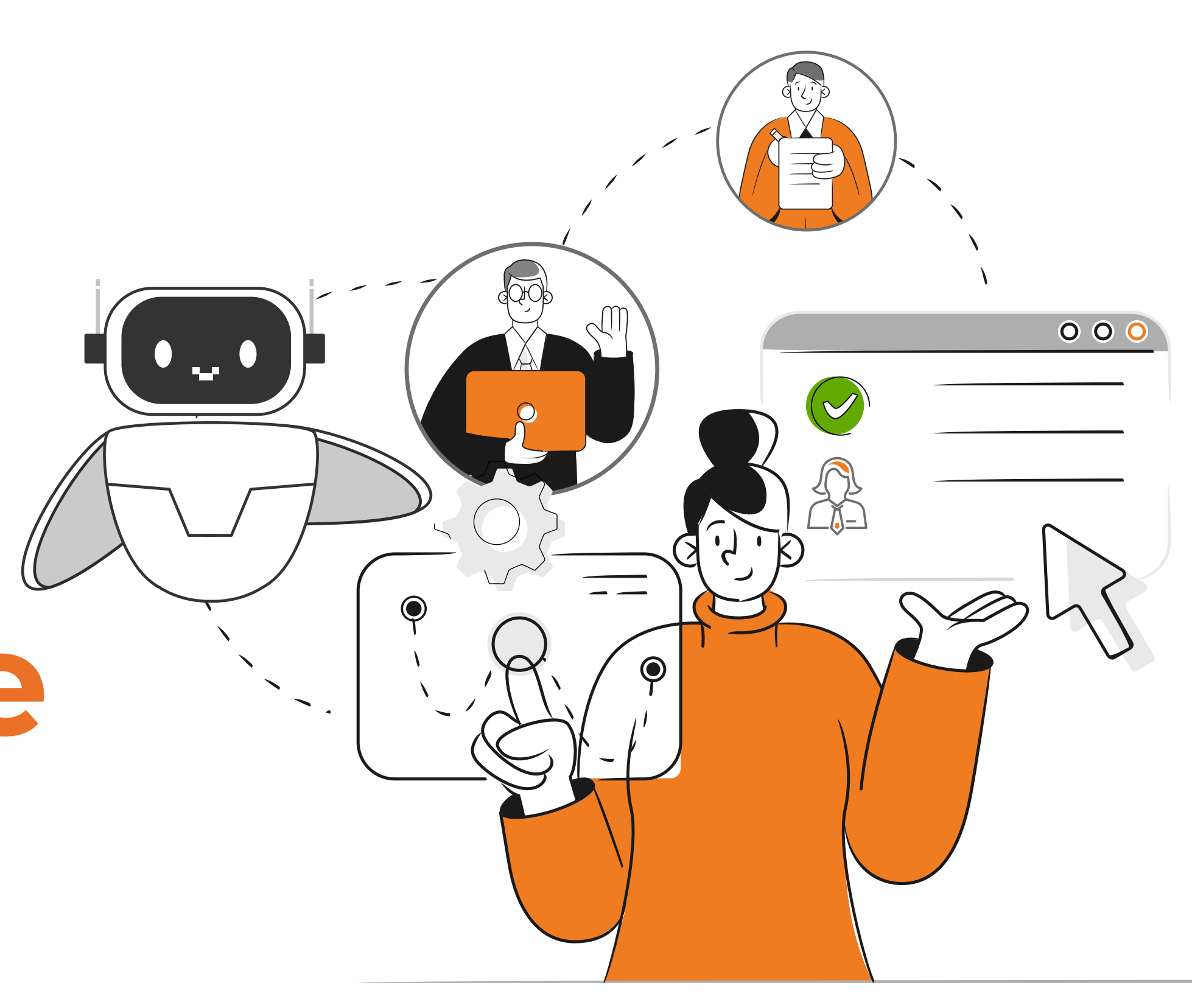


Exploring the role of generative AI in HR

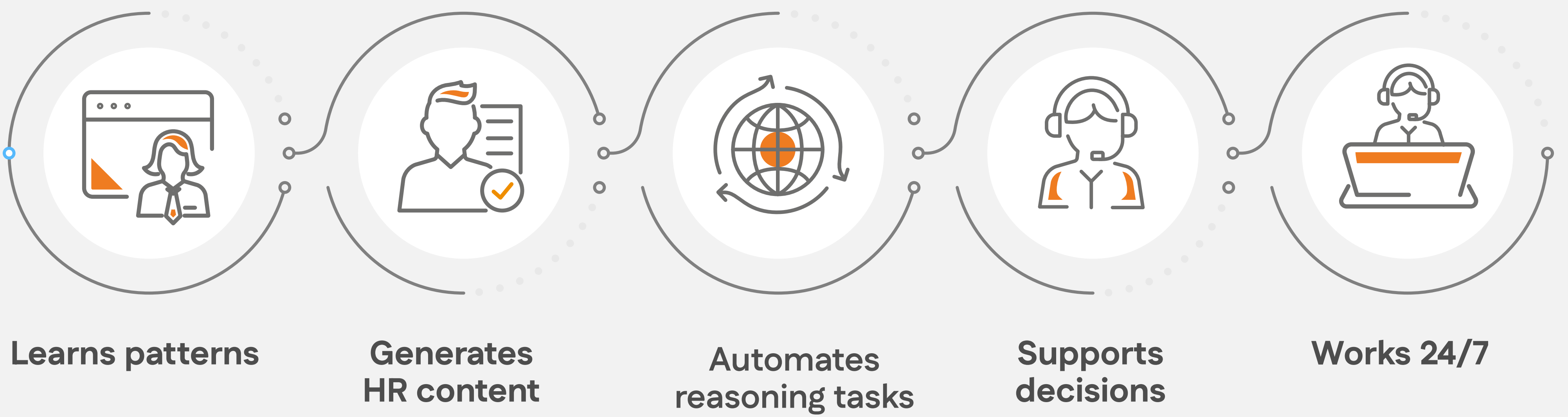


HR is rapidly transforming as AI becomes deeply integrated into daily operations from hiring and onboarding to performance management and employee support. Traditional HR systems can no longer match the speed, personalization, and accuracy employees expect, while AI-powered HR platforms can analyse data, automate workflows, and deliver real-time support at scale.

This shift allows HR teams to move away from manual tasks and focus on strategic, people-centric work that drives organizational growth. The global HR technology market reflects this momentum, expected to rise from USD 43.66 billion in 2025 to USD 81.84 billion by 2032, growing at a 9.2% CAGR.

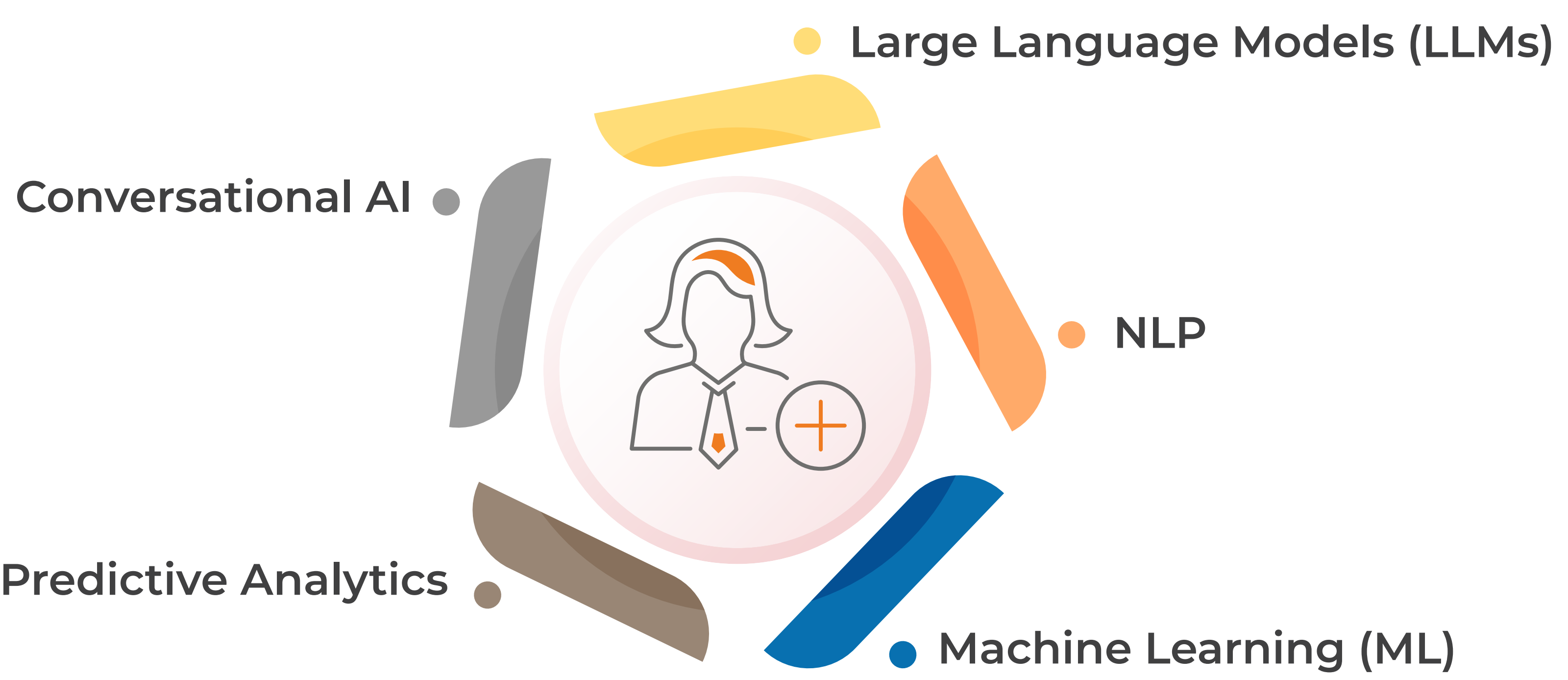
What is Generative AI in HR?

Gen AI understands natural language, learns from employee data, and automates complex HR work. It acts as a digital co-pilot that supports hiring, onboarding, performance, and employee queries.



Key Technologies Behind Gen AI

These technologies power intelligent and human-like HR automation.



How Gen AI Supports HR Operations

Gen AI sits on top of HR systems and performs actions automatically.



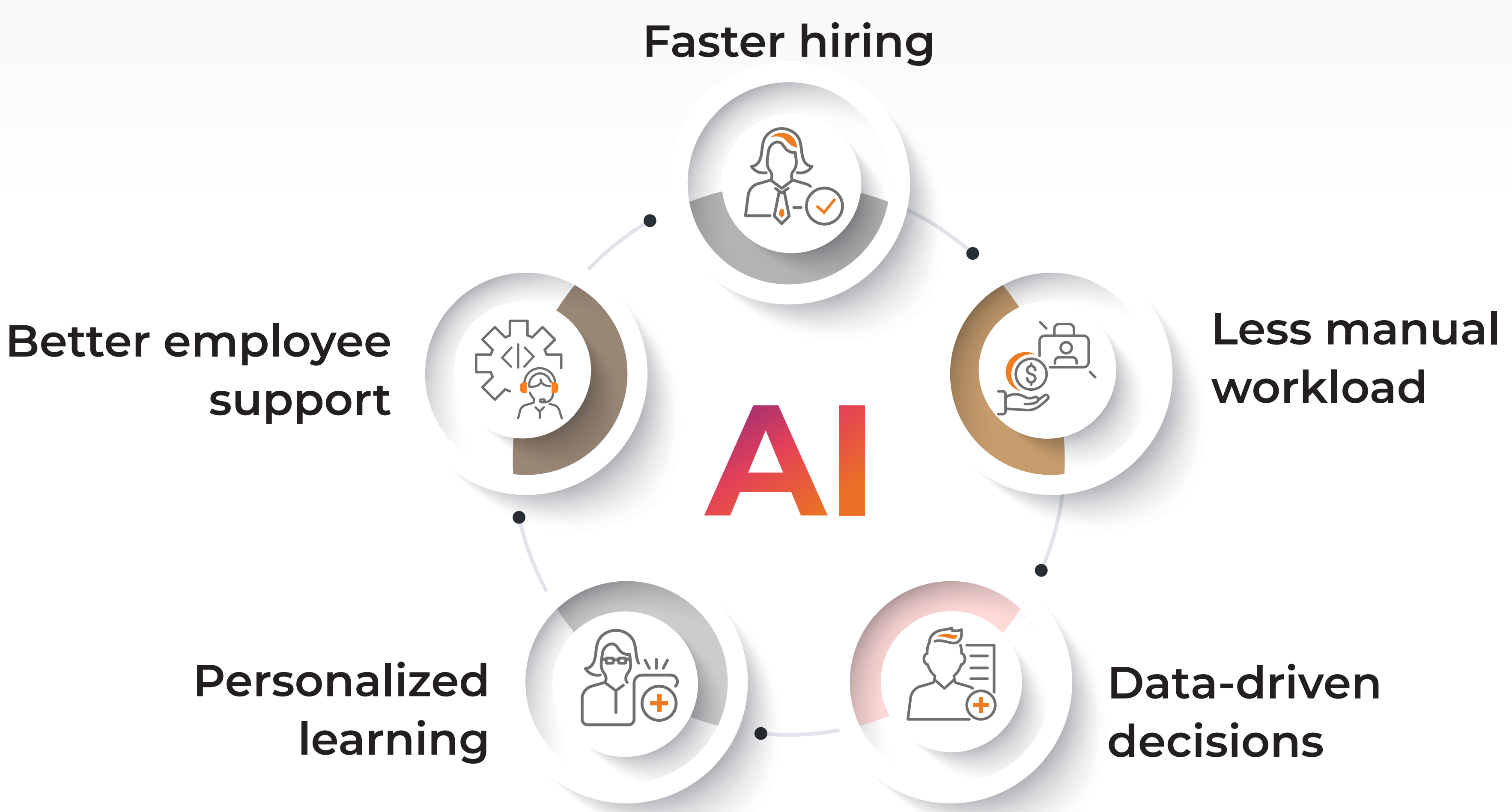
82% ^{FACT}

higher new-hire retention

is achieved with AI-driven onboarding, alongside 70%+ productivity gains and 30–50% faster time-to-productivity in the first 90 days through personalized, adaptive support.

Benefits of Generative AI for HR

Gen AI boosts productivity, accuracy, and employee experience.



The Future of HR With Generative AI

HR will shift from reactive tasks to proactive intelligence.

