# AI transforms HR but human touch remains essential



Artificial intelligence is reshaping human resources and recruitment, offering major efficiency gains while prompting debate about transparency, fairness and the limits of automation.

According to Andreas Grohn of Rexx Systems, AI’s greatest value lies in automating repetitive, time-consuming tasks, freeing HR teams to focus on people. Routine duties such as shift scheduling, payroll processing and leave management can be handled reliably by AI systems, allowing professionals to dedicate more time to employee engagement and organisational development.

In recruitment, AI speeds up candidate sourcing and screening by scanning large volumes of CVs for skills, qualifications and experience. Automated systems can tag key competencies and assign matching scores to identify strong candidates quickly. Yet risks remain: spelling errors, missing synonyms or biased training data can result in unfair exclusions or reinforce existing inequities.

The forthcoming EU AI Act will require employers to inform applicants when AI is used in hiring decisions, a step designed to build trust and strengthen compliance with data protection rules under GDPR. The legislation aims to ensure AI enhances fairness and transparency rather than undermines them.

Beyond hiring, AI can support tailored onboarding, personalised learning recommendations and sentiment analysis to detect early signs of low morale. These tools help create more responsive and positive workplace cultures.

However, experts warn against allowing AI to replace human connection. Empathy, trust and nuanced communication remain central to effective HR. Gabriela Zitsch, Lead Employer Branding at Exxeta and winner of the Rexx Recruiting Award 2025, said, “A standard rejection email after two interviews misses the mark entirely.”

Surveys show that 80% of candidates feel AI-led recruitment lacks personal touch, and 65% question its fairness, though many have yet to experience AI-assisted hiring directly. Familiarity and transparency could gradually shift perceptions as technology becomes more widely adopted.

To realise AI’s potential responsibly, organisations must pair innovation with ethics. Compliance with data protection and fairness laws is essential, but so too is respecting the emotional and social dimensions of work.

Handled with care, AI can deliver major advances across HR—from smarter recruitment to personalised employee development—while reinforcing rather than eroding the human element. This balanced approach positions the UK and other forward-looking markets to lead in responsible AI-driven HR innovation.

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## Bibliography

1. <https://persoblogger.de/2025/10/06/ki-im-hr-und-recruiting-bereich> - Please view link - unable to able to access data
2. <https://www.sesamehr.de/leitfaden/leitfaden-vorteile-und-herausforderungen-der-integration-von-kuenstlicher-intelligenz-im-personalwesen/> - This article discusses the significant impact of artificial intelligence (AI) on human resources (HR), highlighting its benefits in streamlining processes such as recruitment and performance evaluation. It also addresses ethical dilemmas associated with AI in HR, including potential inequalities, cybersecurity concerns, and the need for new regulations. The piece emphasizes the importance of developing solutions tailored to these challenges and underscores the necessity of considering the social and ethical implications of AI in HR practices.
3. <https://www.ki-im-personalwesen.de/kuenstliche-intelligenz-ki-in-hr-chancen-herausforderungen-und-rechtliche-aspekte/> - This article explores the transformative role of artificial intelligence (AI) in human resources (HR), focusing on its potential to optimize hiring processes, reduce biases, and enhance HR efficiency. It also delves into the challenges and legal aspects associated with AI in HR, such as data protection, ethical considerations, and regulatory compliance. The piece provides insights into how organizations can effectively implement AI while adhering to ethical standards and legal requirements.
4. <https://www.bdo.at/de-at/topics/neustart-mit-ihrem-team/herausforderungen-der-kunstlichen-intelligenz-im-personalwesen> - This article examines the challenges of integrating artificial intelligence (AI) into human resources (HR), emphasizing the need for data protection and privacy. It discusses the importance of ensuring that AI tools comply with data protection regulations and the necessity of safeguarding personal data to maintain employee trust. The piece also highlights the importance of careful evaluation and human interpretation when using AI in HR processes to ensure comprehensive assessment and decision-making.
5. <https://www.klamm.de/news/ki-im-personalwesen-chancen-herausforderungen-und-der-einsatz-von-kuenstlicher-intelligenz-4N1249201.html> - This article outlines the advantages and challenges of implementing artificial intelligence (AI) in human resources (HR). It highlights benefits such as time savings, improved decision-making, enhanced diversity and inclusion, cost reduction, personalization, and improved employee experience. The piece also addresses challenges including data protection, algorithmic bias, implementation costs, and employee acceptance. It concludes by emphasizing the importance of balancing technology with human competence in HR management.
6. <https://artificialintelligenceact.eu/de/article/50/> - This page provides information on Article 50 of the EU Artificial Intelligence Act, which outlines transparency obligations for providers and operators of certain AI systems. It specifies that companies must inform users when they are interacting with an AI system, unless it is obvious or the AI is used for legal purposes like crime detection. The article also covers requirements for AI systems that generate synthetic content, such as deepfakes, and the need to disclose when AI is used for emotion recognition or biometric categorization.
7. <https://www.haufe.de/personal/arbeitsrecht/ai-act-ki-gesetz-der-eu_76_627800.html> - This article discusses the EU Artificial Intelligence Act (AI-Act), which establishes a regulatory framework for the use of artificial intelligence (AI) within the European Union. It outlines obligations for providers and users of AI systems, including transparency requirements and compliance with data protection regulations. The piece highlights the phased implementation of the AI-Act, with certain provisions already in effect and others set to be enforced in the coming years, aiming to ensure that AI systems deployed in the EU are safe, transparent, and non-discriminatory.