

**CIFAR AI FUTURES:
CASE STUDY
(2018 → 2028)**

Ideal → Automated Marketplaces

Theme: Labour

2018 AI Use Case: [Ideal](#)

Ideal is a talent intelligence application for high-volume recruitment processes that sources, screens, and analyzes candidates in real-time. Using artificial intelligence, Ideal aims to help companies improve the quality of hire, reduce attrition rates, and eliminate recruitment bias.

Ideal's AI software centralizes candidate information gathered from resumes, automated chatbot conversations, and online assessments to help identify the best candidates. Ideal moves beyond the keyword search methods used by other automated hiring systems, and automatically scans, filters, and grades each candidate's resume (as either an A, B, C or D candidate) in real-time.

Ideal assesses candidates based on a combination of disparate data sources such as company performance metrics and past recruitment decisions (e.g. interview invitations, dismissals, employee retention). This enables the system to identify patterns and continuously improve its ability to shortlist strong candidates. Additionally, Ideal optimizes the available talent pool by surveying existing internal and external applicant databases for top candidates. The system also updates past candidate profiles with the latest publicly available information. This removes the need for inconsistent manual screening and allows employers to identify and contact the best candidates in days instead of weeks.

Once candidates have been identified, Ideal's chatbot enables companies to engage with candidates 24/7 and eliminate the need for initial screening calls by asking custom questions like "When are you available to start work?" and "Are you currently enrolled in school or an education program?" Companies are able to save time by only granting strong and relevant candidates interviews.

Ideal's data collection and analysis is flexible, and can be programmed to disregard demographic data during collection and analysis in order to prioritize compliance with Canada's employment equity programs.

Ideal is currently used by companies such as Indigo and Hot Topic.

Potential Future: Automated Marketplaces

Processes such as hiring, developing contracts, comparing offers, and negotiating are now automated, reducing the cost and effort of recruitment for companies and job seeking by candidates.

Within this automated marketplace for labour, both employers and employees participate in large-scale negotiations at much faster rates. As a result, many workers have a steady stream of projects that their automated economic agents seek out and negotiate in accordance with their professional priorities.

Since most people work multiple jobs at once, their automated agent ensures their time is scheduled most efficiently according to their respective employment contracts. Sometimes this means that individuals are stuck with non-optimal shifts. However, individuals who pay a premium fee are able to request specific shifts, and have more control over the length and timing of their shifts. While there are frequently concerns about the changing nature of employment, others point to the benefits of increased competition for labour, flexibility of the workforce, and efficiency in procurement, particularly in industries that were previously dominated by a few large employers with monopsony power.