Improving Hiring and Employee Development with Oracle HCM Generative AI

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As Apps Associates continued to grow, the People Operations team identified an opportunity to enhance the employee experience and streamline internal talent processes. To support scalable growth while keeping people at the center of the HR strategy, Apps Associates partnered with our own Oracle HCM Delivery team to adopt newly released Generative AI capabilities within Oracle HCM Cloud.

For over 20 years, Apps Associates has been a trusted leader in enterprise services with a focus on Oracle as a digital transformation platform. With experience from 700+ cloud projects for 400+ organizations worldwide, Apps brings deep expertise across Oracle's infrastructure, data platform, and Fusion Applications.

Internally, our People Operations team leverages Oracle HCM to manage talent processes across recruiting, performance management, and employee development. With new Generative AI features becoming available, the team saw an opportunity to increase efficiency and strengthen employee engagement.

Challenges

The HR team wanted to improve several key processes:

- **Time-Intensive Recruiting Processes:** Writing job descriptions and reviewing candidate profiles required significant manual effort.

- **Limited Personalization in Career Development:** Employees needed more structured guidance around skill development and career pathways.

- **Complex Performance Reviews:** Managers needed better tools to deliver consistent, meaningful performance feedback.

- **Administrative Burden:** HR leaders wanted to spend less time on administrative tasks and more time on culture, coaching, and strategic programs.

Solutions Provided by Apps Associates

Working in partnership, the Apps Associates People Operations team and the Oracle HCM Delivery practice rolled out Generative AI capabilities across three high-impact talent areas.

Smarter, Faster Hiring

- Automatically generates job descriptions via AI Assist which are aligned to skill needs.

- Shortlists candidates based on experience and role fit.

- Creates personalized outreach messages to improve candidate engagement.

Personalized Employee Growth Journeys

- AI identifies skills, development goals, and role aspirations.

- Generates tailored career recommendations highlighting development opportunities.

- Supports leadership development pipelines.

More Effective Performance Management

- AI generates goal details and performance summaries.

- Provides insight-based feedback recommendations for managers.

- Reduces administrative effort during review cycles.

The Results

With AI Assist, key efficiency improvements include:

- **Goal Creation:** 60% reduction in time required (5 min ➜ 2 min per goal)
  - Quality of goals improved.

- **Performance Management – Manager Evaluation:** 55% reduction in evaluation time (45 min ➜ 20 min per review)
  - Quality of feedback improved.

> **"** *Generative AI enhances the human touch rather than replacing it. It allows our teams to focus on mentoring, culture, and meaningful interactions, while AI handles the heavy lifting.* **"**
>
> *- Lydie Fox, Chief People Officer, Apps Associates*

Impact Area	Outcome
Recruitment Efficiency	Reduced time spent on drafting and screening activities
Employee Growth & Retention	Clearer career paths and development framework
Manager Experience	More consistent, actionable performance feedback
HR Team Capacity	More time for strategic people, culture, and organizational initiatives

Why Apps Associates

As both an Oracle Cloud customer and a leading Oracle Cloud consulting partner, Apps Associates brings a unique perspective on how to operationalize AI in HR. Our HCM Delivery practice understands not only the technology, but also the change management and adoption strategies required to make these capabilities successful.

Take the Next Step

If your HR organization is looking to adopt AI for Oracle HCM in a way that enhances—not replaces—the human experience, Apps Associates can help you build a roadmap tailored to your people, processes, and organizational goals.

Contact Us Today

About Apps Associates

For over 20 years, Apps Associates has been a trusted leader in enterprise services with a focus on Oracle as a digital transformation platform. With experience from 700+ cloud projects for 400+ customers worldwide, we deliver proven results that drive growth and innovation. With deep capabilities across Oracle's infrastructure, data platform and Fusion applications, Apps provides full-service offerings from Advisory, through Transformation, and on-going Managed Services.

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