

# Expedia Group Elevates Talent Acquisition with Hiring Assistant



## Goals

Increase Hiring Efficiency

## Employees

>10,001 Employees

## Industry

Seattle, WA

## Overview

Expedia Group, a global leader in travel technology, operates in a fast-moving, highly competitive talent landscape. As demand grows for specialized skills, particularly in AI and machine learning, the Talent Acquisition team, led by Dani Monaghan, SVP of Global Talent Enablement, set out to find a way to elevate the recruiter experience. **Their answer: Hiring Assistant, an AI recruiting agent that supports Expedia Group's talent teams in accelerating hiring and elevating the recruiter and candidate experience—all while strengthening their commitment to fairness, transparency, and human oversight.**

## Challenge

### Scaling Quality Hiring with Speed and Fairness

Expedia Group needed to hire specialized, future-focused talent quickly and globally, without compromising on diversity or quality. But with the travel industry's volatility and rapid hiring demands, manual sourcing and screening created bottlenecks. Recruiters were inundated with hundreds of applications per role within hours, making it difficult to give each candidate a fair review. They also recognized the importance of addressing risks—like algorithmic bias or impersonal interactions—that can accompany rapid technological change in hiring. Time-consuming tasks left little room for strategic partnership with hiring managers or focus on high-impact moments across the hiring journey.

## Results delivered

### 79% Efficiency Boost

Recruiters achieved a 79% increase in efficiency when InMailing candidates sourced by Hiring Assistant, saving time that could be redirected toward strategic initiatives and deeper candidate engagement.

### Time-to-Hire Reduced by 30 Days

Total time-to-hire dropped from 80 to 50 days, driven in part by a reduction in requisition review cycles—from 22 days down to 9 days—highlighting faster candidate screening as a key factor.

### Increased Candidate Engagement

InMail acceptance rates increased from 40% to 56%, strengthening candidate relationships and enhancing Expedia Group's employer brand.

### Filling Complex, Hard-to-Hire Roles

Hiring Assistant helped unlock stalled searches for hard-to-hire roles, such as a complex software development position in Madrid that had been open for over 80 days, ultimately leading to two strong hires.

“ We validated Hiring Assistant's impact through A/B testing, which showed clear, measurable improvements in hiring outcomes for teams using the tool compared to those who weren't.



Dani Monaghan, SVP of Global Talent Enablement  
Expedia Group

“ Hiring Assistant is like groundwater—it works quietly in the background, even while you sleep. You wake up to 56 candidates, five of them are spot on, and you calibrate from there. What used to take a week now takes a day.



Michael Kom, Senior Director of AI & Product Recruitment  
Expedia Group

## How LinkedIn helped

### Hiring Assistant as a Strategic Accelerator

Expedia Group saw significant impact after piloting Hiring Assistant with users across recruiting and sourcing focused on professional and executive hiring. The rollout was supported by tailored onboarding, real-time feedback loops, and peer learning. This approach ensured teams were fully equipped to adopt and integrate the AI recruiting agent effectively.

Operating behind the scenes, **Hiring Assistant surfaced qualified candidates overnight, enabling rapid sourcing that in some cases reduced a week-long process to just a day.** By applying recruiter defined criteria, Hiring Assistant helped streamline early screening across high volumes of candidates. Experienced recruiters then reviewed the recommendations, ensuring human judgment, and empathy remain at the center of every hiring decision. This shift **opened time for recruiters, enabling them to focus more on building candidate relationships, evaluating the talent landscape, and strategic alignment of roles with evolving business needs.**

### Adopting Hiring Assistant

Expedia Group's approach prioritized **transparency, continuous feedback, and a culture of experimentation.** Real-time support and peer learning helped address skepticism around AI's ability to match candidates for senior and niche roles. Creating safe spaces for open feedback fostered constructive input and rapid iteration. The team's strategy to start with high-volume, well-defined roles built trust and delivered quick wins, paving the way for broader adoption. And the mantra that hiring remains a fundamentally human-centered process supported by responsible innovation was key to their success.

### Future Outlook

Expedia Group's adoption of Hiring Assistant has meaningfully accelerated aspects of the talent acquisition process. By streamlining early sourcing and freeing recruiters to focus on strategic, human-driven work and candidate care, they have seen measurable improvements. At the same time, **they continue to learn, iterate, and audit the approach, ensuring the use of AI in hiring remains equitable, ethical, and respectful of every applicant's experience.**

“The rollout of Hiring Assistant sparked a culture of experimentation and excitement. Through peer learning and transparent benchmarking, we overcame initial skepticism and ultimately achieved measurable efficiency gains and stronger hiring outcomes for our team.”



**Dani Monaghan**  
SVP of Global Talent Enablement  
Expedia Group

“With every round of feedback, Hiring Assistant delivers better results. After I refined my intake notes, I was amazed—three candidates moved to interviews just like that. Hiring Assistant is saving me so much time.”



**Michael Kom**  
Senior Director of AI & Product  
Recruitment, Expedia Group

