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Hiring Software Buyer's Guide



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Hiring is hard.

In a recent Gallup study, 69% of employers globally reported talent shortages, a 15-year high. And a 2021 study by Korn Ferry finds that by 2030, 85 million jobs could go unfilled due to global talent shortage.

Another factor to consider in the war on talent is the Great Resignation. 36 million Americans resigned in May 2021 alone. 48% of America's working population is actively job searching or watching for opportunities. (Gallup)

The pandemic changed the way people work and how they view work. Many are reflecting on what a quality job feels like, and nearly half are willing to quit to find one.

This is where an Applicant Tracking System comes into play and why the right ATS is so important. The goal of an ATS is simple—to streamline your hiring process and automate every day mundane tasks, making it easier to source top talent and spend more time engaging with your candidates.

It's a candidate's playing field and your hiring process must be in tip-top shape if you want to compete for top quality talent in the current market conditions. Having an established hiring process, time-saving tools and quick follow through are all key to finding (and keeping!) your next great employee.

This guide will help you weed through the clutter to find the ATS that is right for you.

What is an ATS?

Simply put, an Applicant Tracking System, or ATS for short, is a type of HR software that helps organizations find, organize, and hire candidates.

If you are still manually tracking candidates with Excel sheets, sending emails from your inbox, and sifting through every resume by hand, you are in for a treat. An ATS can automate day-to-day tasks and streamline your hiring into a repeatable and scalable process.

Why is this important? Saving time on things that can be automated gives you back the time to do the fun part of hiring—spending more time engaging with and getting to know your candidates.

An ATS will hold all your candidate's information, including communications from everyone on the hiring team all in one place, making searching for emails, resumes and contact information a thing of the past. When you are hiring for dozens (or hundreds) of roles at a time, having everything you need right in front of you gives you back more time.

Once you've found the perfect candidate to fill your role, you can send out offer letters right from your ATS and once the offer letter is signed electronically, you can seamlessly move your new hires information right into your onboarding process.

What Basic Features Should an ATS include?

ATS software has gotten a major overhaul in the last few years with many platforms adding new capabilities to keep up with the ever-changing workforce. Companies are running to ATSs to better their candidate experience in this season of mass talent shortages.

Candidates prefer to communicate on-the-go and with the device they use most often. This has fast-tracked features like video interviews, texting, and simple calendar-based scheduling.

Since there are literally hundred's of ATSs to choose from, some with features varying drastically from the next, you'll want to know your baseline.

Here are a few basic features an ATS should have right out of the box:

- Customizable career pages
- Automatic job board posting
- Resume parsing
- Video interviewing capabilities



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- Analytics to track applications, time to fill, source of hire, etc.
- Automated emailing and texting
- Pre-screening questionnaires
- Calendar-based interview scheduling
- Customizable automations
- Searchable candidate database
- Candidate ratings
- Complaint background checks

How to pick the best ATS for your company

With so many ATS tools on the market, how do you know which one to choose for the specific needs of your company?

It is all about what your hiring process looks like today and what you want it to look like moving forward. Top talent won't wait around if your process has holes in communication, automation, and personalization.

Here are a few things to ask yourself:

1. Should the ATS already be a feature of your HCM software or do I prefer an integrated software?
2. Do you want your ATS to connect seamlessly and automatically with your Onboarding process?
3. Do each of your departments have a hiring process and does it fit with the values of the company as a whole or will you need to build a scalable process to deliver company-wide?
4. Do you need a place to keep track of conversations and documents for candidates so the entire hiring team can be in the know?
5. Are you filling hundreds of roles within your organization?
6. How important is candidate experience and the communications your candidates receive?

ROI of an ATS

Now that you know the ins-and-outs of an ATS, you are going to want to know the return on investment the ATS of your choice is going to bring to your department, and better yet, to your entire organization.

A quality ATS will save you money on time, recruiting costs, candidate sourcing, and with an improved candidate experience, it can even save you on retention and turnover costs. Depending on what the most important factors are to your organization, you may want to start your calculations with these and add in the revenue per employee.

Once you have calculated these costs and compared them to what you will pay for your ATS, the numbers won't lie—your company will be saving huge amounts of cash.

What makes isolved Attract & Hire different?

isolved Attract & Hire is a customizable solution built to help you optimize every stage of your recruiting process. Whether you want to scale your team quickly, source remote candidates or reach diverse talent, isolved Attract & Hire gives you the technology to find the best-fit candidates for your open roles.

You can dive head-first into tasks that need a human touch and automate the manual tasks that don't. Automatically post your open positions to best-in-class job boards, pre-screen candidates with questionnaires, and schedule interviews easily with integrated calendars without all the back and forth. Save time for the things that matter the most while making sure nothing falls through the cracks. Know what is really going on with actionable insights and reports that inform and improve your hiring. Pre-built reporting means you can make better decisions in less time..

No matter which you choose, make sure the ATS is built to meet the needs of your organization and has the features you need to for your hiring to be a success.



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Hiring Software Checklist

Managing an effective hiring process requires more than just a simple Applicant Tracking System. The software needs to adjust to your unique hiring approach, be backed up by a team of experts to support you, and be designed to maximize your results. This checklist will help you make an informed decision.

Essential Criteria

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Great Job Ads Get Results

Your team's strength is compliance, not marketing. Does the provider have experts available to help you write job ads that will make the best applicants want to apply?



Free & Paid Job Boards

Applicant flow is vital to a successful hiring process. Does the platform post to over 500 free and paid job boards without using a third party that charges additional monthly fees?



Job Board Account "Apply" Integration

Starting the application on the job board increases applicant flow. Does the system have "apply" integrations with hundreds of job boards like Indeed, Glassdoor and ZipRecruiter?



Employee Referral Portal & Tracking

Employee referrals are one of the best sources of qualified applicants. Does the provider have a system that proactively pushes employees to share your jobs via email and social media?



Mobile Optimized Career Site & Apply Process

Over 89 percent of job seekers use their mobile phone to search for jobs. Does the platform provide a career site and application process that works on mobile?



Job Seeker Support

From answering questions to uploading resumes, people applying to jobs ask a lot of questions. Does the company provide technical support to the applicants as they apply?



Application Completion Optimization

Getting job seekers to your career site doesn't guarantee that they will apply. Does the company help you maximize the number of people completing applications?



2-Stage Application

Qualified applicants dislike filling out long initial applications. Can the platform allow for a short application initially, and gather the rest of the application at the point of interview?



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Essential Criteria

isolated

Applicant Communication via Email & Text

Communicating with job seekers is a vital part of the hiring process. Does the system allow you to correspond with job seekers via email as well as text message?



Manager Collaboration & Tracking

Hiring is a team effort. Does the system have access controls, notes, ratings, sharing and other tools to enable collaboration throughout the process?



Unlimited Logins

It isn't just HR managers who use hiring software. Are additional logins for your HR team and hiring managers included at no additional cost?



End-to-End Hiring Solution

Applicant tracking is the core of a good hiring process, but can the platform manage your other add-ons such as background checks, assessments, onboarding, etc?



Personalized Support & Hands-On Training

You will need help and advice to get a platform to work with your unique hiring process. Is support and training for your team provided for free with the system?



Total Hiring Essentials

Estimated Monthly Cost



We hope you find this worksheet was helpful

Want to see how we can help provide hiring peace of mind? We'd love to show you what's under the hood. No pressure, just quality conversation.

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How to Convince Your Boss

Your company lacks good hiring software, but you have no budget. We've put together the following talking points to help you approach your boss. Forget about how it will make your life easier and focus on how a better hiring system will support your company's goals.



An organized system will help us drive results.

Despite record-breaking unemployment rates in 2020, 81 percent of team members feel their job is secure this holiday season.

You wouldn't do online marketing without analytics.

You wouldn't run a sales team without a CRM and metrics.

...but we currently spend over \$3000 per hire without tracking, automation or metrics



We are missing out on great applicants!

The best applicants have options. If we aren't fast enough, or if our process isn't good enough, we risk having our competitors beat us to the best talent.

- **90%** of people who read job ads don't apply.
- **60%** of applicants don't complete their application.

New users typically see **50-200%** more qualified applicants apply.



Faster hiring will positively impact our bottom line!

Hiring great talent takes time, but having a critical job remain unfilled can cost as much as \$250 to \$500 per day. We aren't looking to make hasty decisions, but much of our time to fill a job is caused by bottlenecks and inefficient processes.

- 🔗 Increased Overtime Pay
- 📉 Lagging Sales Activity
- 😞 Decreased Employee Morale
- ⚠️ Compromised Customer Service



A better process will improve our reputation.

The first impression that we make with our employees happens when they visit our career site and apply for a job. What does our current process tell people about our company? Does it say that we value the applicant's experience? Does it tell them that we communicate effectively? Does it say that we embrace new technology? What if these job seekers are also customers?

A Bad Experience Harms The Organization

- **42%** won't apply again
- **22%** tell others not to apply
- **32%** less inclined to purchase
- **9%** tell others not to buy

Notes



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