



RECRUITING SOFTWARE

Small Business Guide



HIRING IS HARD.

According to a recent Gallup study, there has been a significant increase in talent shortages globally, with 69% of employers reporting such shortages - the highest in 15 years. Moreover, a study conducted by Korn Ferry predicts that by 2030, a staggering 85 million jobs could remain unfilled due to this global talent shortage.

Another crucial aspect to consider in the ongoing battle for talent is the phenomenon known as the "Great Resignation." In May 2021 alone, a staggering 36 million Americans chose to resign from their jobs. Gallup's research also indicates that 48% of the American workers are actively seeking new job opportunities.

The pandemic has significantly altered people's perceptions of work and how they approach it. Many individuals are now contemplating what makes a job truly fulfilling, with nearly half expressing a willingness to leave their current positions for pastures anew.

This is precisely where an Applicant Tracking System (ATS) comes into play and underscores the importance of selecting the right one. The primary objective of an ATS is to streamline and automate your hiring process, enabling you to efficiently source top-tier talent while proactively engaging with potential candidates.

In the current market conditions, securing quality talent necessitates having a hiring process that is finely tuned.

This guide aims to assist you in navigating through the noise and finding the perfect ATS solution that suits your specific needs.

What exactly is an ATS?

To put it simply, an Applicant Tracking System, or ATS for short, is a type of HR software designed to assist organizations in finding, organizing, and recruiting candidates.

If you're still relying on manual tracking with Excel sheets, sending emails through your inbox, and manually sifting through each resume, prepare to be pleasantly surprised. An ATS can automate day-to-day tasks and streamline your hiring process, making it a repeatable and scalable operation.

Now you may ask, why is this level of automation so important? Saving time on tasks that can easily be automated allows you the opportunity to focus on the more enjoyable aspects of hiring - dedicating more time to engaging with and getting to know your candidates.

No longer will you need to search through multiple platforms for candidate information. By utilizing an ATS, all relevant information - communications from the entire hiring team, emails, resumes, and contact details - will be stored in a centralized location. With dozens or even hundreds of roles to fill simultaneously, having everything readily available at your fingertips returns valuable time back to you.

Once you've identified the perfect candidate to fill a role, you can effortlessly send out offer letters directly from your ATS. And once the offer letter is electronically signed by the candidate, seamlessly transferring their information into your onboarding process becomes possible.

What Basic Features Should an ATS include?

ATS software has undergone significant transformations, with platforms incorporating new functionalities to align with the continuously evolving workforce. Amidst a period characterized by a scarcity of talent, numerous companies are turning to ATSs in order to enhance their candidate experience.

Candidates prefer to communicate while on the move, through the devices they use most frequently. This demand has accelerated the development of features such as video interviews, text messaging, and convenient calendar-based scheduling. With the abundance of ATS options available, features can vary drastically from one platform to another, so it is crucial for you to establish your baseline requirements.

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

HIRING SOFTWARE CHECKLIST

To successfully oversee the hiring process, it's crucial to have more than a basic Applicant Tracking System in place. The software should be customizable to align with your distinctive hiring approach, accompanied by a team of professionals who can provide assistance, and optimized to yield optimal outcomes. Utilize this checklist to ensure you make a well-informed decision.

Essential Criteria	Tesseon		
<p>Great Job Ads Get Results</p> <p>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?</p>	●	<input type="checkbox"/>	<input type="checkbox"/>
<p>Free & Paid Job Boards</p> <p>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?</p>	●	<input type="checkbox"/>	<input type="checkbox"/>
<p>Job Board Account "Apply" Integration</p> <p>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?</p>	●	<input type="checkbox"/>	<input type="checkbox"/>
<p>Employee Referral Portal & Tracking</p> <p>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?</p>	●	<input type="checkbox"/>	<input type="checkbox"/>
<p>Mobile Optimized Career Site & Apply Process</p> <p>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?</p>	●	<input type="checkbox"/>	<input type="checkbox"/>
<p>Job Seeker Support</p> <p>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?</p>	●	<input type="checkbox"/>	<input type="checkbox"/>
<p>Application Completion Optimization</p> <p>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?</p>	●	<input type="checkbox"/>	<input type="checkbox"/>
<p>2-Stage Application</p> <p>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?</p>	●	<input type="checkbox"/>	<input type="checkbox"/>

Essential Criteria	Tesseon		
Applicant Communication via Email & Text Engaging with job seekers is an essential aspect of the hiring process. Does the system offer the capability to communicate with applicants through both email and text messages?	●	<input type="checkbox"/>	<input type="checkbox"/>
Manager Collaboration & Tracking Collaboration plays a vital role in the hiring process. Does the system offer access controls, note-taking capabilities, ratings, sharing features, and other tools that facilitate collaboration at every step?	●	<input type="checkbox"/>	<input type="checkbox"/>
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?	●	<input type="checkbox"/>	<input type="checkbox"/>
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?	●	<input type="checkbox"/>	<input type="checkbox"/>
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?	●	<input type="checkbox"/>	<input type="checkbox"/>
Total Hiring Essentials	13	0	0
Estimated Monthly Cost			

WE TRUST THAT YOU FOUND THIS WORKSHEET BENEFICIAL

Interested in discovering how we can offer you peace of mind when it comes to hiring? We are excited to demonstrate the inner workings and possibilities. Rest assured, no sales pitch, only a valuable and informative discussion.

HIRING SOFTWARE CHECKLIST

Although your company currently does not have the resources for a robust hiring software, we have compiled the following key points to assist you in persuading your boss. Rather than emphasizing how it would simplify your own work, underscore how an improved hiring system would contribute to achieving the company's objectives..

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.





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

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 initial impression formed by your organization holds great significance. It not only demonstrates the value you place on candidates' experiences, effective communication, and openness to innovation but also extends to potential and existing customers who may also be job seekers. Consequently, it becomes paramount to enhance our current hiring process in order to not only attract exceptional talent but also leave a favorable impression on all individuals who interact with it.

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



WE ARE MISSING OUT ON GREAT APPLICANTS!

With top-tier candidates having multiple choices, there is a risk of losing out on the best talent if we aren't swift or if our hiring process is inadequate. This could potentially result in our competitors securing top candidates ahead of us.

- **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.