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TOP 8

QUESTIONS TO CONSIDER WHEN LOOKING FOR AN APPLICANT TRACKING SYSTEM

An Applicant Tracking System (ATS) can offer exceptional efficiency and effectiveness gains for recruiting functions – even more so today, with the advent of Recruiting Enablement.

Just as Sales Enablement allowed enterprises to become better at reaching customers and hitting sales goals, Recruiting Enablement allows employers to achieve improvements in recruiting efficiency, candidate experience, diversity and inclusion, and quality of hire. However, to achieve these outcomes, Recruiting Enablement platforms must be automated and data-driven, empowering recruiters to support diverse and inclusive strategies at high volumes and through multiple configurable workflows.

Here is your checklist for choosing a next-generation ATS – your Recruiting Enablement platform:

1 How does the Recruiting Enablement platform leverage automation?

At the highest level, Recruiting Enablement is about empowering recruiters to make the best possible hires every day, as efficiently and effectively as possible. This includes automating processes to serve up relevant content to candidates and to fast-track qualified candidates; streamlining administrative tasks such as administering assessments, interview management, and gathering hiring committee feedback; and managing optimum postings to job boards. When choosing a solution, find out what automation is supported and how you can improve recruiting efficiency with it.

2 How does the Recruiting Enablement platform support bulk processing?

Just as automation helps to reduce recruiter workload, bulk processing capabilities enable recruiters to complete their work more efficiently. This can include the bulk movement of candidates from one stage in a recruiting process to another, the bulk creation of virtual interviews with a list of candidates, the bulk sending of nurture emails to candidates, and more. When choosing a solution, find out what bulk processing is supported, and if there are any limitations to it.

3 How does the Recruiting Enablement platform allow you to have multiple recruiting workflows, tailored to different candidate types and scenarios?

Instead of taking a "one-size-fits-all" approach to recruiting, Recruiting Enablement platforms allow recruiters to leverage highly tailored workflows that include steps and content unique to specific scenarios. This allows you to engage, select, and hire more effectively - fast tracking superstars and nurturing talent pools. When choosing a solution, find out what level of workflow configuration is supported.

4 How does the Recruiting Enablement platform improve candidate selection?

Whether you are competing for top talent or needing to filter through a deluge of candidates for each role, a well-designed Recruiting Enablement platform is analytics-driven, and will be able to leverage your relevant data to understand what "quality of hire" looks like for each role at your company. The platform will then use machine learning algorithms to score candidates, while also ensuring steps are taken to remove any human bias from the equation. The results include accelerated candidate selection, reduced bias in candidate selection, and improved quality of hire. When choosing a solution, ensure it can put your data to work to streamline candidate selection.

5

How does the Recruiting Enablement platform enable a great candidate experience?

In both strong and weak economic times, candidate experience is a top concern. During times of hypercompetition for talent, candidate experience is key to attracting, engaging, and hiring the best. In times of hiring slowdowns and freezes, it is critical to protect your employer brand and future-proof your talent pipeline. When choosing a Recruiting Enablement solution, find out how it helps recruiters ensure that interactions, regardless of final hiring outcome, remain personal, inclusive, and unbiased.

6

How does the Recruiting Enablement platform enable decisive hiring managers?

According to Gartner, while typical managers spend 70% of their total hiring process deliberating over decisions, decisive hiring managers spend more time engaging with the right candidates and whittle decision time to just 30%. This more strategic use of time pays off: decisive hiring managers hire 10% more high-quality candidates and 11% fewer low-quality candidates than typical hiring managers. A great Recruiting Enablement platform supports decisive hiring manager behaviors by automatically ranking high volumes of candidates against the most meaningful decision criteria, enabling recruiters to fast-track a ranked shortlist of qualified candidates for hiring managers to focus on. A strong platform will also automate interview scheduling and facilitate gathering manager feedback on candidates. When choosing a Recruiting Enablement platform, find out how it can enable more decisive hiring managers.

7

How does the Recruiting Enablement platform enable inclusive recruiting practices that mitigate risk and help achieve Diversity and Inclusion goals?

Recruiting Enablement is about empowering recruiters to expand their reach, articulate a more inclusive employer value proposition, build meaningful relationships with diverse talent, and make the right decisions faster than their competition -- all more efficiently and effectively than traditional recruiting systems. Recruiters should be able to engage with diverse talent pools at scale, leveraging automated workflows that support diverse and inclusive recruiting strategies. Critical to success in D&I is to hardwire insights into recruiting processes. For example, a strong Recruiting Enablement platform will allow recruiters to leverage tools to debias job postings, inside the platform; will include candidate selection machine learning algorithms that reduce bias; and provide data-driven insights that show you your D&I baseline and how to improve it. When choosing a Recruiting Enablement platform, learn how D&I is hardwired into the system.

8

How data-driven is the Recruiting Enablement platform?

Key to success in Recruiting Enablement is to leverage data and analytics to inform decision making and intelligently automate steps and tasks, reducing recruiter workload while improving outcomes. Operational reports and metrics are not enough. The most successful recruiting functions are analytics-led and strategic. When choosing a Recruiting Enablement platform, find out the scope of their use of data and analytics, and how this can help drive better outcomes for you.

The most competitive businesses enable their recruiting teams to deliver on more diverse and inclusive recruiting strategies, while simultaneously protecting the brand and providing better decision support for hiring managers. Whether in a hyper-competitive talent market, or dealing with hiring slowdowns, employers who succeed do so by leveraging Recruiting Enablement technology to be their recruiting force multiplier.

KEY COMPONENTS OF

Recruiting Enablement

LEVERAGING DATA AND AUTOMATION TO ACHIEVE GREAT, DIVERSE HIRES

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