



How to Choose an ATS

The **Top 10 Questions** You Need to Ask Before Replacing an Old System

Upgrading ATS Software is Complicated. We Can Help.

An Applicant Tracking System (ATS) is a software application specifically designed to streamline and manage the recruitment and hiring process to improve speed and efficiency. ATS solutions provide hiring teams with the tools they need to intelligently monitor and progress candidates through the hiring process. The best ATS solutions not only focus on the hiring team experience, but also the candidate experience in an effort to keep qualified candidates engaged throughout the process.

Is it time for your organization to invest in your first ATS or maybe upgrade the one that you have? Regardless of whether you have just begun the evaluation process, or you are getting ready to make a final selection, this guide will equip you with the questions, tools, and resources you need in order to make an informed buying decision.

“

The candidate experience in our old system was more time intensive, requiring a login and password. With an applicant drop off rate of 60 percent, we were losing thousands of potential candidates and gaining no data on who these people even were. The barrier to enter and apply should not have been our applicant tracking tool.”

Michelle Ybarra,
Manager of Selection and Hiring,
Noble Network of Charter Schools



Is Your Organization Ready for an ATS?

For some companies, it can be difficult to determine when to invest in—or upgrade—an ATS. Some indications that it might be time for your business to purchase an ATS are:

Your business is in growth mode.

As companies rapidly increase their workforce, hiring teams are under extra pressure to deliver talent quickly and efficiently. ATS solutions bridge the communication gaps between departments and allow HR, recruiters, and hiring teams to collaborate and make the best hiring decisions.

You've exhausted your recruiters or don't have enough of them.

For recruiters that are already stretched thin. An ATS automates and streamlines the application, interview, and onboarding processes so that recruiters can focus on the best part about the job—getting to know candidates. The best ATSs use intelligence to quickly identify the best candidates for a position.

You're having trouble tracking and reporting HR and legal compliance.

An ATS helps HR and management staff easily and efficiently monitor compliance, generate reports, and guarantee that all the necessary documents are in the right place should you ever be audited.

You have a high employee turnover rate.

High turnover is an unfortunate reality for many businesses. But including internal mobility capabilities in your ATS means you can increase employee engagement and satisfaction by ensuring your employees are aware of new opportunities and have a clear path of upward mobility through an easy internal application and referral process.

Standard ATS Features and Functionality

There are several dozen features that can be found in most ATS software applications. Focus on the core functions that align with your HR and recruitment strategies and avoid getting lost in a sea of features that you may only ever use once in a while or not at all. Check the ones that are most important to you.

“When you begin to interview ATS vendors, remember to keep an open mind when it comes to features that they offer. A company may have something really cool that you haven’t even considered or heard about.”

Deborah Baimas,
Evangelist and Relationship
Champion, Mitel

A basic ATS includes:

- Resume database and candidate search
- Interview management
- Job application management
- Workflow management
- HR and legislation compliance management
- Job board posting
- Applicant profiles and filtering
- Pre-screening

A comprehensive ATS includes:

Everything that a basic ATS has and...

- Intelligent candidate matching
- Employee referral management
- Automated interview scheduling
- Mobile accessibility
- Employee onboarding
- Offer letter generation
- Reporting and analytics features
- HRIS integration capabilities
- Social job sharing tools
- Background verification and screening integrations (or integration)
- An extensive partner ecosystem

Top 10 Questions That Your Recruiting Software Partner Needs to Answer

When reviewing potential ATS solutions, you should ask yourself the following ten questions about each technology provider on your short-list. In the rest of this e-book, we'll go into more detail on all of them.

1. Is it easy to use for recruiters and hiring managers?
2. Is it mobile-optimized for candidates and the hiring team?
3. Does it deliver an engaging candidate experience?
4. Does it help you communicate?
5. Is it flexible and scalable?
6. Does it help you stay compliant?
7. Does it keep sensitive data secure?
8. Does it give you real-time and actionable analytics?
9. Will your ATS partner be there for you when you need them?
10. Does it account for and integrate with your HR suite?

Jobvite partners
have seen:



20%
better quality
candidates



50%
faster
time-to-hire



30%
Lower candidate
acquisition cost

1) Is it easy to use for recruiters and hiring managers?

As the old saying goes, “You can bring a horse to water, but you can’t make him drink.” Your ATS may be feature-rich, but if it’s not easy to use, then your team won’t use it. So, look for a solution that is not only intuitive, but also makes it easy to import resumes, search for candidates, and automate as much of the work as possible.

The Best ATS Empowers Recruiters

The best applicant tracking systems allow HR and recruitment teams to:

- Use innovative dashboards with common-sense navigation
- Automate scheduling and job postings
- Easily enable and streamline an employee referral process

A world-class ATS is designed for hiring managers, too

An ATS should quickly and easily put applicant information at the hiring manager’s fingertips and provide seamless communication with candidates. Hiring managers will appreciate a system that allows them to:

- View resumes, interview feedback, and evaluations from inside the ATS (or a mobile app) without having to download documents or click too many times
- Easily open requisitions, send interview invitations, schedule interviews, filter results, engage with and review candidates
- Maintain the excitement of a new hire by integrating onboarding solutions and processes into the ATS, so they don’t lose talent in a black hole after an offer is accepted

2) Is it mobile-optimized for candidates and the hiring team?

The days of recruiters and hiring teams being chained to their desktops are long gone. Hiring top talent means that you need to move quickly before a competitive offer beats you to the punch. You and your team need to act on a candidate anytime and from anywhere to keep the process rolling. A few questions that you should ask about an ATS vendor's mobile application include:

- Is the mobile app available for both iOS and Android?
- Does it allow the hiring team to provide feedback about a candidate on-the-go?
- Can you manage interview schedules from your mobile device?
- Can you review and submit approvals, offers, and requisitions in the app?

Most applicant tracking systems offer access via mobile. The best ATS ensures that it's optimized for the best mobile experience possible.



Jobvite's mobile piece was a huge draw from the beginning—other ATS systems weren't a true mobile solution in all cases. The ability to share a job posting via social media while auto-tracking the referral helps us not only find quality candidates, but seamlessly track where they are coming from. Hiring managers love it because it helps them understand the benefit of sharing with their own networks. Jobvite provides visibility for employees and is an exciting way to recruit.

Blake Wettstein,
Senior Manager of Talent
Acquisition, Ingram Micro

3) Does it deliver an engaging candidate experience?

Candidates have no time for tedious logins, long applications, and inauthentic career pages. 60-70% of candidates abandon complex online applications and 85% of them wouldn't consider your company again after a bad experience. Even worse, they are likely to share a bad experience on their social networks. Make sure that your ATS vendor can deliver an engaging, meaningful, "mint on the pillow" experience from the first time they interact with you, until they start their first day. Things to consider:

- Will your career webpage be compelling and informative?
- How many clicks does it take to submit an application?
- Is a login required?
- Is there a way to keep in touch with silver medalists and other applicants?
- How does the experience hold up on mobile?

"In all areas of recruiting, it's extremely important for us to have transparency with our information and to be able to process it to fit our specific needs. For example, being able to quickly see when a contact is converted into a candidate has been extremely helpful."

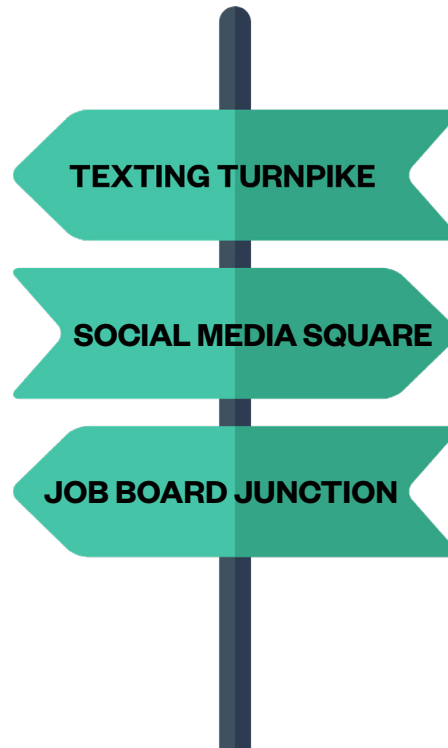
Michelle Ybarra,
Manager of Selection & Hiring
NOBLE

4) Does it help your teams communicate?

Whether it's recruiters talking to candidates, recruiters talking to hiring managers, or anything in between, the ability to communicate quickly and efficiently separates the great talent organizations from the average ones. When it comes to communicating with candidates, it's vital to choose an ATS that allows recruiters to connect and engage through every channel. The most popular communication channels between recruiters and candidates are:

- Social media (social posts and campaigns on LinkedIn, Twitter, Facebook, Instagram, etc.)
- Texting & chatbots
- Phone call
- Video conference
- Email
- Career sites
- Job boards (Indeed, LinkedIn, etc.)
- Search engines (Google for jobs)
- Review sites (Glassdoor)

An advanced applicant tracking system also provides tools for recruiters to communicate better with both colleagues and candidates.



“

I often receive compliments from candidates that I am quick to respond and I'm always there for them. Jobvite enables this for me like no other tool. I don't know how I did my job without it.”

Storm Schmitt,
Senior Recruiter, TREK

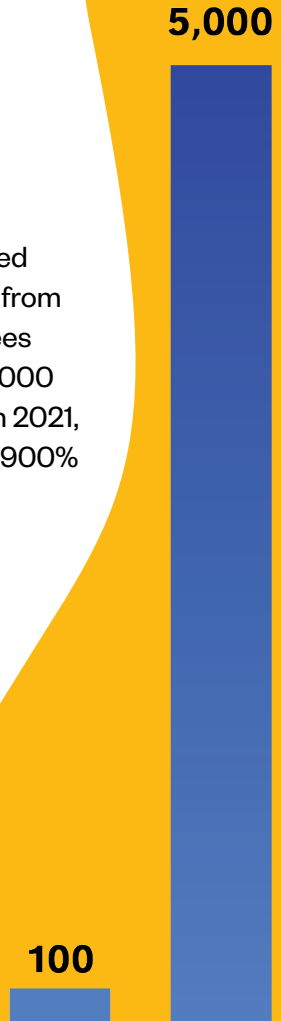
5) Is it flexible and scalable?

In the quest to find an ATS that matches your current needs, it's easy to forget that it is typically a multi-year investment. So, make sure you're thinking ahead and planning for the growth of your business. In other words, future-proof your decision and choose an ATS that will grow and scale seamlessly with you. Scalability refers to the system's ability to function regardless of how many end users or candidates there are and will meet any potential new business requirements that you'll face down the road.

Things to consider include:

1. Do you plan to add to your recruiting team?
2. Do you foresee an increase in job openings or does your company have expansion plans in new regions, etc.?
3. How will your analytics and reporting needs evolve over time?
4. Are you investing in the experience of your current employees as much as the experience of your candidates?

Jobvite helped [Splunk](#) grow from 100 employees in 2009 to 5,000 employees in 2021, resulting in 4900% growth.



6) Does it help you stay compliant?

The only thing more stressful than spending a lot of time finding and hiring someone is staying current with ever-changing regulations and legislation that ensure compliance. A good ATS takes the guess work out of legal compliance and makes record keeping and management a breeze. When researching ATS solutions, it's important to verify that they comply with all relevant government regulations, such as:

- Equal Employment Opportunity Commission (EEOC)
- Office of Federal Contract Compliance Programs (OFCCP)
- Other codes of Federal Regulations



The customer service of our former ATS was limited. It was difficult to get answers or speak to a representative. There simply weren't as many avenues to get help as we have with Jobvite."

Kelly Young

*Talent Selection Manager,
BJ's Restaurant*

7) Does it keep sensitive data secure?

It seems like nearly every week we hear about a data breach that costs organizations dearly on many levels—Both legally and in loss of customer loyalty and brand equity. Although security isn't usually top-of-mind for the heads of talent acquisition and recruiters, it should be. ATS systems store a lot of personal data, particularly if they include onboarding solutions. The best ATS leverages the latest security protocols and guarantee to:

- Never share, sell, rent or lease, or disclose any information collected from applicants or users
- Provide hosted services across SSL servers
- Delete all information stored on the system and backup servers, should you ever decide to stop using their system
- Successfully pass penetration (pen) testing to verify that the software is compliant with security standards
- Provide a SOC 2-certified system to ensure data security at the application level, not just with the company's hosting provider



Did you know that Jobvite has the highest security standards in the industry—on the data and application layers with SOC-2 compliance and on the physical layer with Amazon AWS? For more information, go to www.jobvite.com/security.

8) Does it give you real-time and actionable analytics?

Every successful hiring and recruitment strategy depends on an ability to achieve tangible results. When researching potential ATS systems, it is necessary to determine what your organization views as results worth measuring and the weight of each metric. Would your recruiting team benefit from:

- Skill matching to connect candidates with open requisitions?
- Valuable time-to-fill metrics?
- Candidate mapping that shows the best sources of your applicants?
- Employee referral tracking?

These are the types of features that can greatly enhance the hiring process and pinpoint areas for improvement. An ATS should allow users to:

- Track applicants from source to hire
- Generate reports that determine where the best referrals are coming from
- Monitor social media and job post success to determine where to best focus advertising budgets
- Identify bottlenecks in the hiring process
- Access dashboards to generate real-time candidate source metrics

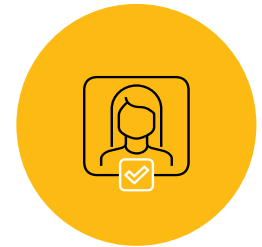
“Jobvite delivers unmatched transparency, structure and consistency to our global hiring processes—something we consider vital as we all pull together to build a great company.”

Terry Swann,
Global Recruitment Manager,
Brandwatch

9) Will your ATS Vendor partner be there when you need them?

Buying software is only part of what you are purchasing. You're also entering into a partnership with an ally who needs to help you and your team get up to speed, support you, and troubleshoot issues. They should listen to your challenges, help you create workable solutions, and generally be the people you enjoy working and collaborating with. When evaluating an ATS company's customer support, be sure to ask them:

- What hours are technical or customer support available?
- Are there ways to get my questions answered inside the product (help features)?
- Does the vendor provide various channels to connect with customer support?
- Is there a fee for small customizations?
- Do I have a dedicated Account Manager?
- Is training available on-demand?
- Are there online user forums or communities available?
- Have they been recognized by awards programs for excellent customer support?



And don't be shy about discussing services that go beyond customer support. A good partner will help you get the most out of your ATS by building things like campaigns and services right alongside you.



10) Does it account for and integrate with your HR suite?

Whether this involves assessment, work status verification, or criminal record verification-finding an ATS solution that has, or is capable of having, technology partnerships is a necessary part of ensuring a seamless hiring process. Important factors to take into consideration include:

- What types of partnerships or system integrations are necessary during the recruitment or hiring process such as an integration with your HRIS system?
- Does it integrate with other systems including job distribution, candidate screening, and assessment vendors?
- Can you automate external job postings and candidate sourcing?

Beyond integration, some organizations are looking to upgrade their ATS to one that features solutions and functionalities that span across their entire talent acquisition suite. An option that seemed clunky and untested in the past. It may not be the best path for every company, but it's nice to have such an innovative, reliable option.



Now, It's Time to Put the ATS Providers to the Test

Now you're ready to ask the right questions, get the right team members involved, and choose the right ATS for your organization. We hope our guide has helped take some of the guesswork out of navigating the complicated process of choosing an ATS. And armed with the questions, tools, and resources outlined in our eBook, you're now in a strong position to make an informed buying decision and choose the best ATS for your organization. We recommend that you do all your research, including reviewing industry reports that rank all the talent acquisition vendors.

This report is free to download.



IDC MARKETSCOPE



“Jobvite has focused exclusively on the talent acquisition space for over a decade. The company has spent this time pushing the market forward in meaningful innovation by championing social recruiting early on and embracing the critical importance of the candidate experience.”

IDC MarketScape: *Worldwide Modern Talent Acquisition*

Ready to choose your new ATS adventure?



GET STARTED TODAY

About Jobvite

Jobvite is leading the next wave of talent acquisition innovation with a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Talent Acquisition Suite weaves together automation and intelligence in order to increase recruiting speed, quality, and cost-effectiveness. Jobvite is proud to serve thousands of customers across a wide range of industries including Ingram Micro, Exelon, and Premise Health.

JOBVITE

