

# Applicant Tracking System Transforms Costly Recruiting Process

Learn how one company optimized its hiring pipeline with automated applicant tracking technology.



*Workforce***Solutions**



# Overview

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**Workforce Solutions**, an HR consulting company, helped transform the recruiting process of their client (a CPA firm) with the implementation of Applicant Tracking System technology. Reducing their hiring costs and improving overall hiring quality.

## Client Background

**Industry:** Accounting

**Size:** 101-250 Employees

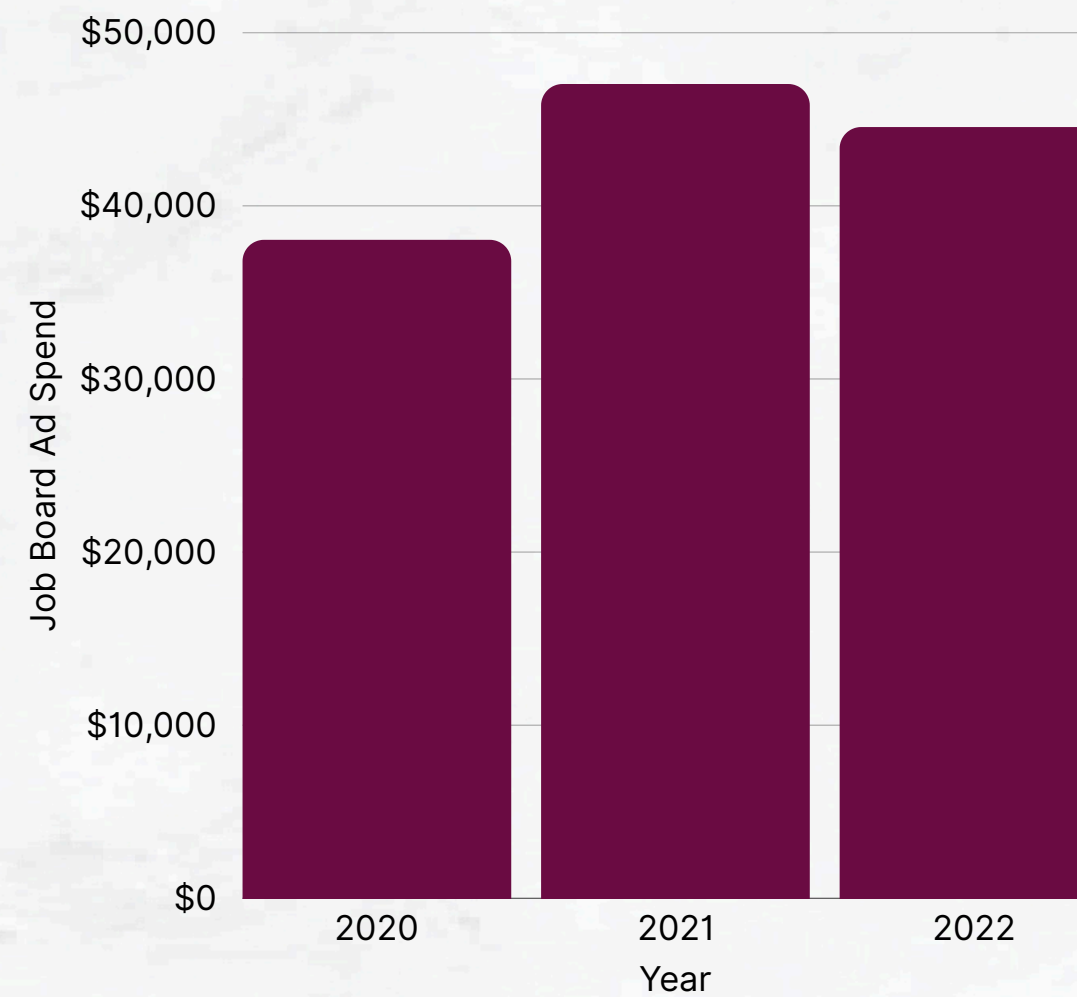
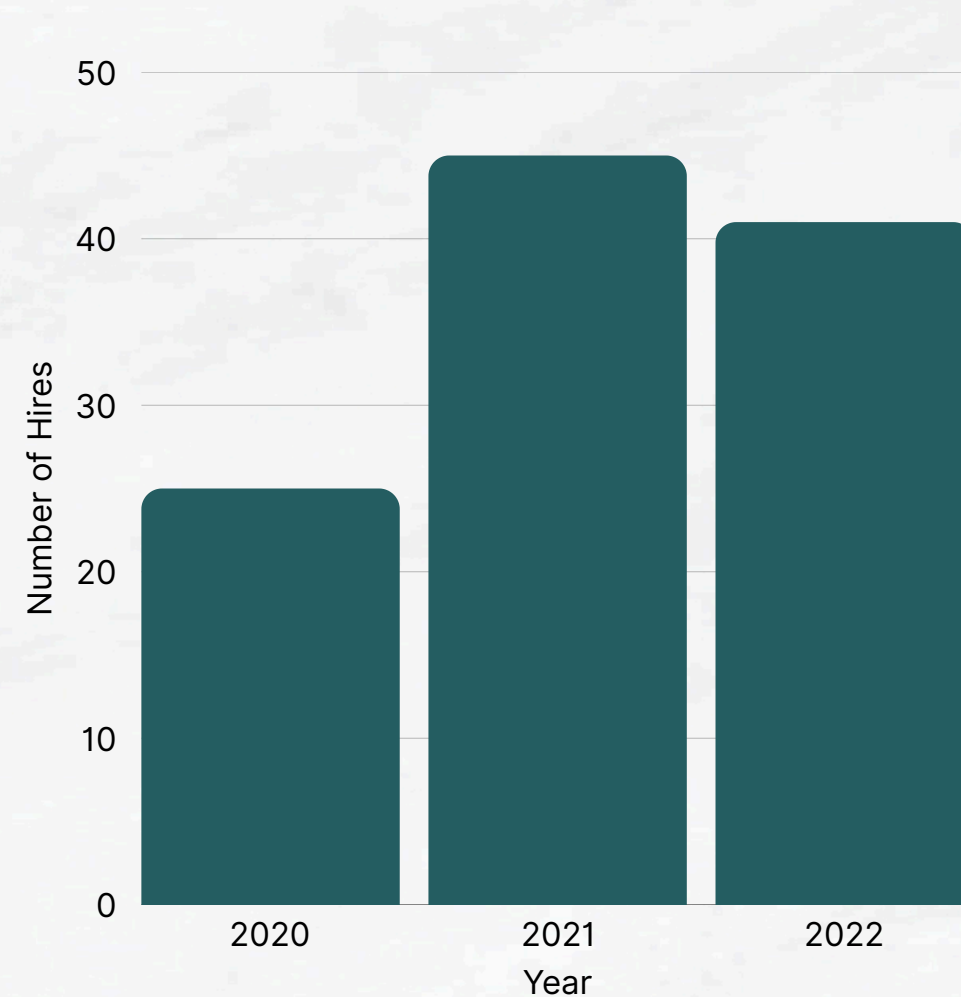
**Geographic Reach:** Nationwide





# The Problem

Before implementing Applicant Tracking System (ATS) technology, **the client struggled with hiring inefficiencies and increasing recruitment costs**. These rising costs were directly related to job board ads. **They needed to automate their recruiting and hiring processes** and reduce the administrative burden.



# The Solution

As part of the solution to overcome the recruiting time and cost challenge, Workforce Solutions recommended implementing an Applicant Tracking System (ATS), which could **drastically reduce both the time and cost of recruiting.**



With the ATS, the client can **reduce their recruiting costs with unlimited job postings** to the free boards, including 20+ popular job board sites, such as LinkedIn, Indeed, and Glassdoor.

This specific ATS can adjust to the client's unique hiring approach and is designed to maximize the results of their hiring process.



# Overview of ATS Features

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- Unlimited Users
- Unlimited Positions
- Distribution to 5,000+ free, premium, and social media job boards
- Responsive Branded Career Site
- Internal Job Board
- Job Templates
- Calendar & Email Integration
- SMS & Email Communication Inbox
- Employee Referral Portal
- Configurable Job Applications
- Unlimited Screening Questions
- Resume Parsing
- Custom Tags
- Configurable Candidate Scoring
- Candidate Spotlight
- Candidate Matching
- Configurable Statuses and Disposition Codes
- Rule-Based Status Assignment
- Email Automation
- Recruiting Agency Portal
- HR Data Surveys
- Reference Surveys
- Metrics Dashboard
- User Roles & Permissions
- Analytics & Reporting
- Affirmative Action Reporting
- Custom Offer Letters
- Job Requisition Tracking
- Job Ad Writing/Rewriting
- Passive Candidate Notification
- Onboarding Integration



# Execution Highlights

## Lower Cost-Per-Hire

With the ability to post on over **5,500** free and paid job boards, **the client was able to reduce cost-per-hire by over 90%**.

Automated processes helped the client save time and money by posting to multiple selected job boards with just **one click**.

## Enhanced Recruiter Productivity

Recruiter efficiency increased, allowing them to focus on engaging and building important relationships with applicants.

After an initial training period with the ATS, hiring managers were able to adapt their previous approach and embrace automation.

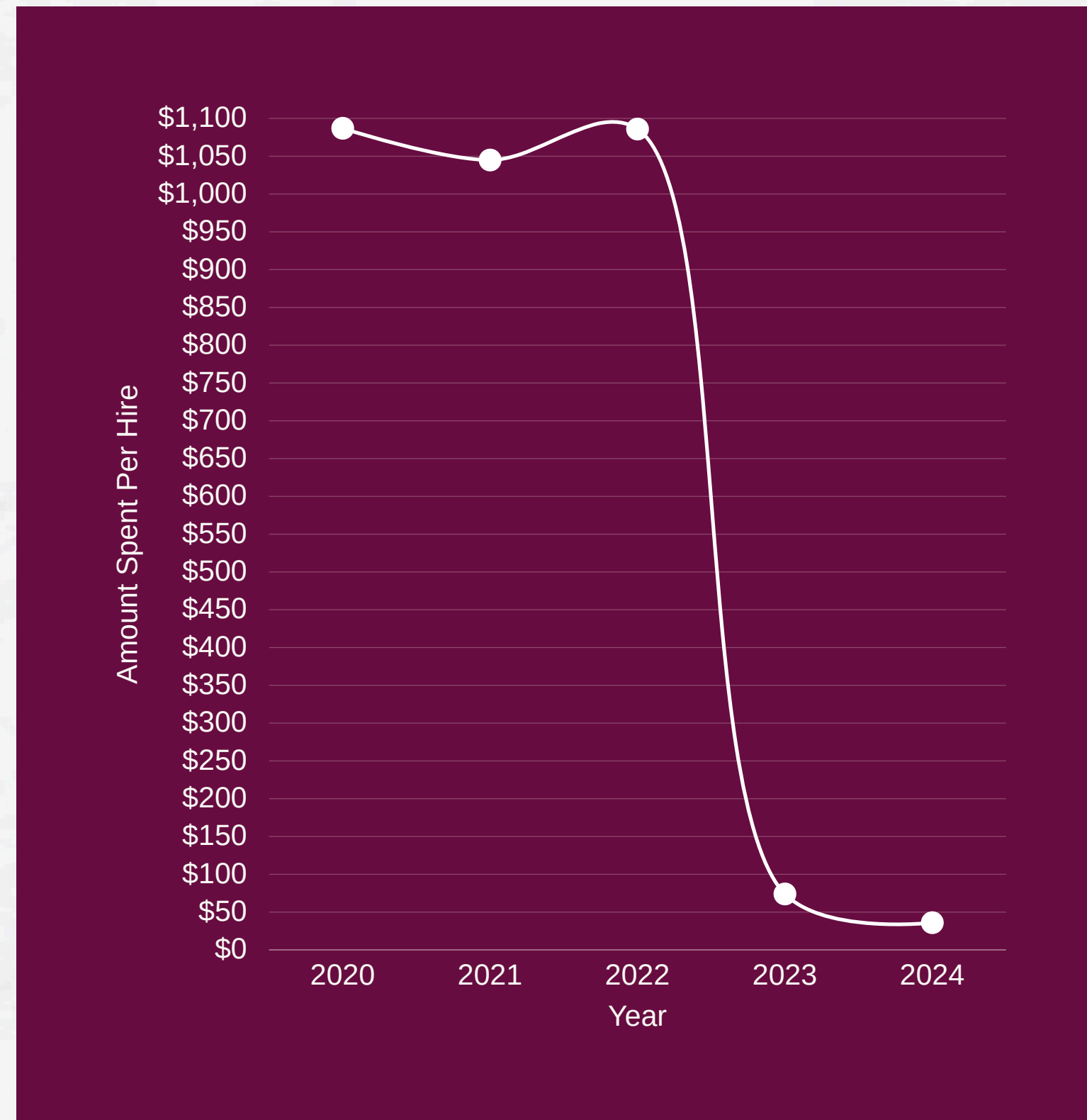
## Improved Candidate Experience

The client received positive feedback from applicants about the ease of application and the overall timeliness.

The ATS improved the client's applicant experience by offering job seeker support and convenient applicant communication via text.

# Results

Using Applicant Tracking System (ATS) technology, the client was able to **reduce recruiting costs and administrative time** spent while continuing to reach high-quality candidates.

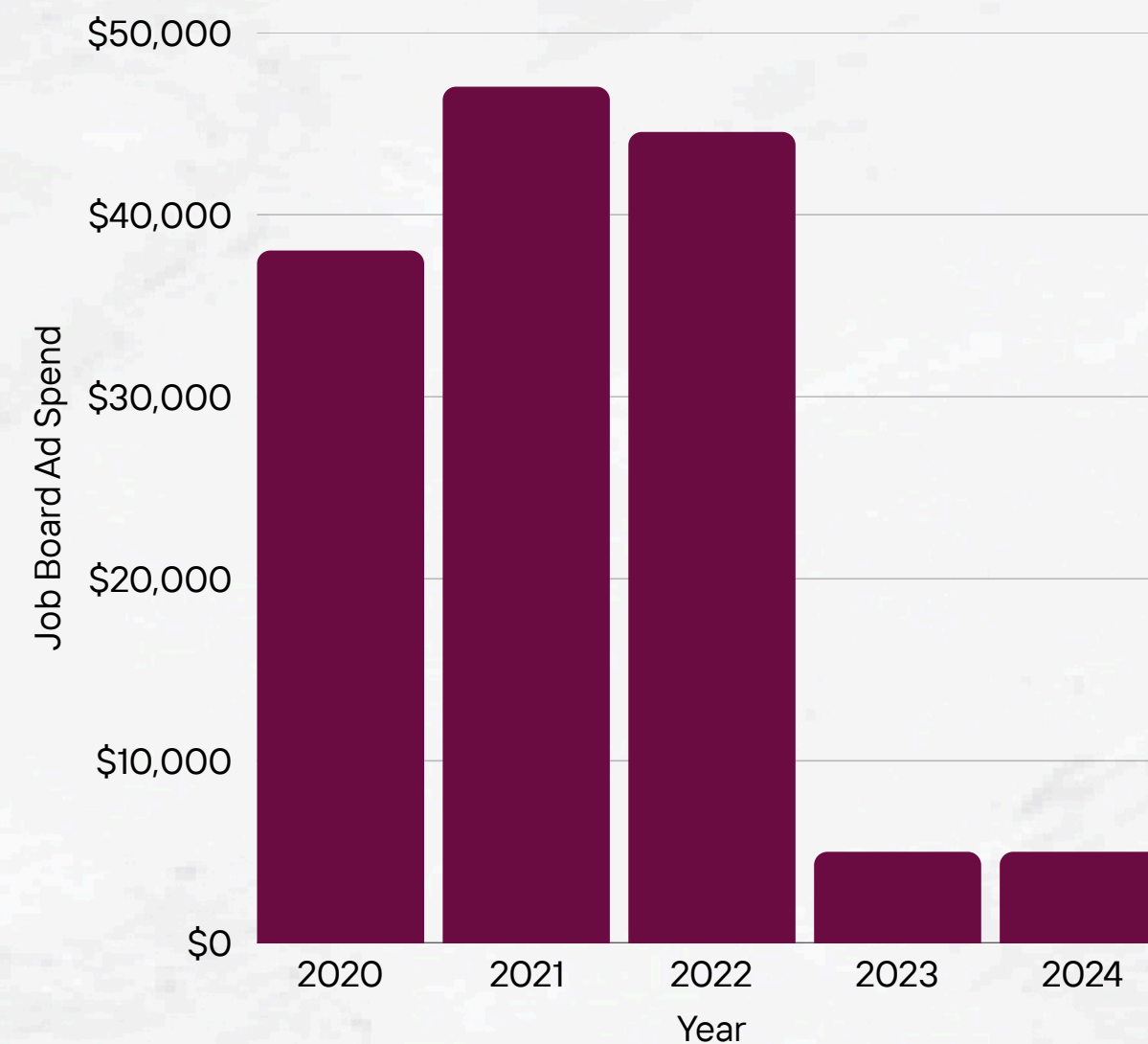
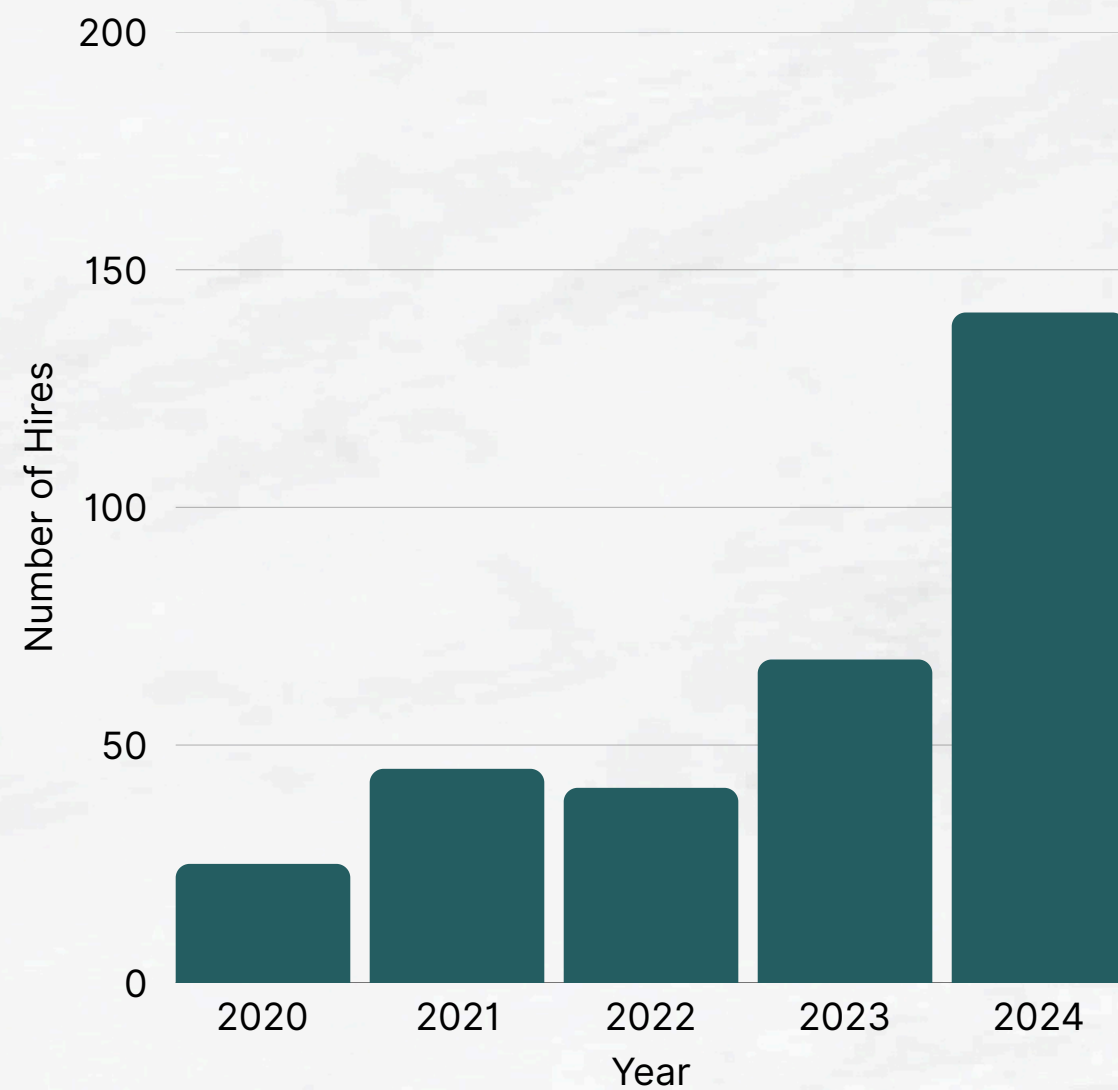


After implementing the ATS in 2023, the **client's cost-per-hire reduced dramatically by 93.19%** compared to 2022. In the client's second year using the ATS, they were able to cut cost-per-hire by another 51%, **saving them thousands.**



# Results

The client experienced a **302% increase in hires** from 2020 to 2024, after implementing ATS in 2023. As well as an **86.85% decrease in costs related to job boards.**





# Conclusion

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01.

Implementing the ATS technology helped alleviate the client's largest pain point, increasing job board costs.

02.

Instead of spending thousands on job boards, the client was still able to share unlimited postings, but only pay our annual licensing fee.


03.

The client's recruitment process and strategy were optimized with automation and the use of valuable analytics within the ATS.

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Contact Us to Learn  
More About How *ATS*  
*Will Help You Save*  
*Time and Money.*

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