

Hiring Software Buyer's Guide



*Workforce***Solutions**

HIRING IS CHANGING.

Today's talent force presents unprecedented challenges. Recent global studies show that the majority of employers are experiencing talent shortages at levels not seen in over a decade. By 2030, experts predict **tens of millions of jobs** could remain unfilled due to workforce gaps.

The dynamics of work itself have fundamentally shifted. Millions of professionals are re-evaluating their careers, with nearly half of working Americans actively exploring new opportunities or watching for better options. The modern workforce prioritizes meaningful work, flexibility, and companies that align with their values.

As hiring circumstances remain competitive, your recruitment process isn't just about filling positions—it's about creating experiences that attract and retain quality talent. This is where the right Applicant Tracking System becomes essential.

What Does an ATS Actually Do?

An Applicant Tracking System is recruiting software designed to centralize and streamline your entire hiring workflow. Think of it as a command center for all your talent acquisition activities.

If your team is still juggling spreadsheets, searching through email chains, and manually reviewing every application, you're working harder than necessary. Modern ATS platforms automate repetitive administrative tasks, allowing your team to focus on what truly matters: building relationships with candidates and making strategic hiring decisions.

With an ATS, all candidate information lives in one centralized location—resumes, communications, interview notes, and evaluations. No more hunting through folders or asking "who followed up with that candidate?" When you're managing multiple open positions simultaneously, this centralization saves countless hours and prevents great candidates from falling through the cracks.

Many systems also connect directly to your onboarding process, creating a seamless transition from offer acceptance to day-one readiness.

Essential ATS Capabilities

Recruiting technology has been significantly evolving. Platforms now offer sophisticated features that reflect how today's candidates prefer to interact with potential employers—on their own schedule, through their preferred devices.

While specific features vary widely between platforms, here are core capabilities to expect from a **quality ATS**:

- Branded career pages that reflect your company culture
- Automated posting to multiple job boards
- Resume dissecting that extracts key candidate information
- Video interviewing functionality
- Reporting and analytics (applications received, time-to-fill, sourcing effectiveness)
- Automated email and text messaging
- Pre-screening questionnaires to qualify candidates
- Calendar-integrated interview scheduling
- Customizable workflow automations
- Searchable candidate databases
- Collaborative candidate evaluation tools
- Compliant background check integration

Choosing the Right System for Your Organization

With hundreds of ATS platforms available, the selection process requires careful consideration of your specific needs and goals. The right choice depends on your current hiring reality and where you want to be.

Today's candidates expect responsive communication, efficient processes, and personalized interactions. Systems with gaps in these areas cost you quality hires.

**DISCOVER THE DIFFERENCE:
WHY WORKFORCE SOLUTIONS?**

Questions to Guide Your Decision:

1. Should this functionality be part of an integrated HCM platform, or do you prefer best-of-breed solutions that connect through APIs?
2. How important is seamless integration between recruiting and onboarding?
3. Does your organization have established, consistent hiring processes across departments, or do you need to build scalable workflows?
4. How critical is centralized communication and document management for your hiring team?
5. What volume of hiring does your organization manage?
6. How does candidate experience factor into your employer brand strategy?

Understanding the ROIs

A quality ATS delivers measurable value across multiple dimensions: time savings, reduced recruiting costs, improved sourcing efficiency, and enhanced candidate experience that positively impacts retention.

The most important metrics will vary by organization. Some prioritize speed-to-hire, others focus on quality-of-hire or cost-per-hire. Calculate your current costs in these areas, factor in revenue per employee, and compare against your ATS investment. The financial case typically becomes clear quickly.

Lessen the Bottlenecks of Your Process: Faster hiring will positively impact your bottom line.

**INCREASED
OVERTIME PAY**

**DECREASED
EMPLOYEE
MORALE**

**COMPROMISED
CUSTOMER
SERVICE**

SIMPLIFIED RECRUITING STARTS HERE.

WHY INTEGRATION MATTERS

One of the most overlooked aspects of choosing an Applicant Tracking System is how it will connect with the tools your team already uses daily. A standalone recruiting platform that doesn't communicate with your other systems creates data silos, duplicate work, and frustrated users.

Modern businesses run on interconnected technology. Your recruiting system should be no exception.

What Makes Your ATS Choice Important

The right applicant tracking system does more than organize applications—it transforms how your organization attracts, evaluates, and secures talent. It should handle the routine tasks that don't require human judgment while giving your team more time for activities that do: having meaningful conversations, assessing cultural fit, and creating positive candidate experiences.

Look for systems that offer actionable insights through built-in reporting, helping you understand what's working in your recruiting strategy and where improvement opportunities exist.

Most importantly, ensure the platform you choose aligns with your organization's unique needs, supports your hiring volume and complexity, and has the specific features that matter most to your success.



**CONNECTING YOU WITH
TOP-TIER TALENT**

**UNDERSTAND INDUSTRY
TRENDS & CLIENT NEEDS**

CUSTOMIZED HIRING WITH OUR ATS

Effective recruiting technology goes beyond the platform itself. True success requires three elements working together: software that adapts to your workflows rather than constraining them, experienced professionals who can guide your implementation and optimization, and a solution purposefully designed to improve your hiring outcomes.

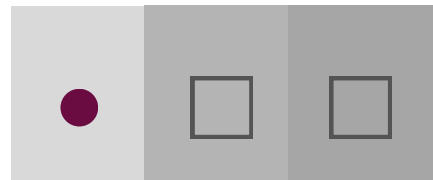
This checklist provides a framework for evaluating both the technology and the partnership behind it.

Essential Criteria

Our ATS System

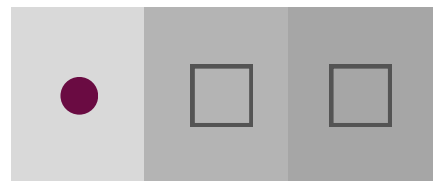
Great Job Ads Get Results

You need help turning your team's strengths into receptive messages. Does the provider have experts available to help you write job ads that will make the best applicants want to apply?



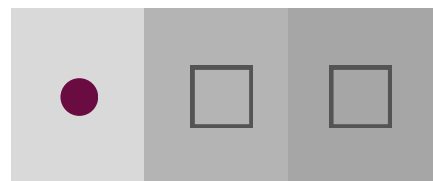
Free & Paid Job Boards

A successful hiring process means reaching the talent force you're seeking. Does the platform post to over 500 free and paid job boards without charging additional monthly fees?



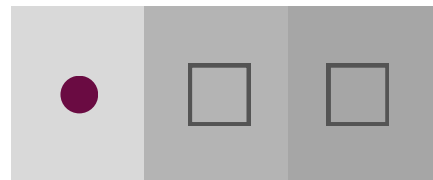
Job Board Account "Apply" Integration

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?



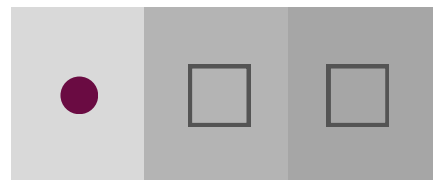
Employee Referral Portal & Tracking

Through employee referrals, you can hook 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 have a mobile-friendly design for their career site and application process?

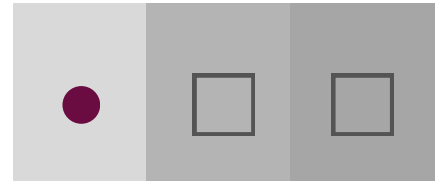


Essential Criteria

Our ATS System

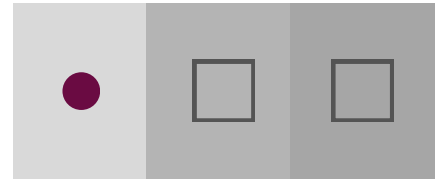
Job Seeker Support

Applicants ask many varying questions when it comes to filling out applications and uploading resumes. Does the company provide technical support to the applicants as they apply?



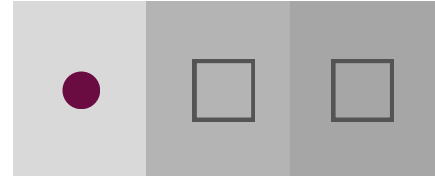
Application Completion Optimization

Once job seekers find your website, they need guidance completing the full application process. Does the company help you maximize the number of people completing applications?



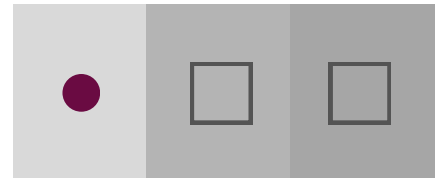
Two-Stage Application

Long applications may turn away qualified applicants. Can the platform allow for a short application initially, and gather the rest of the application at the point of interview?



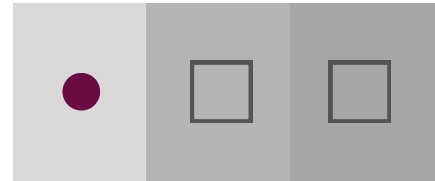
Application Communication via Email & Text

Communicating with job seekers builds relationships with applicants searching for shared values. Does the system allow you to correspond with job seekers via email as well as text message?



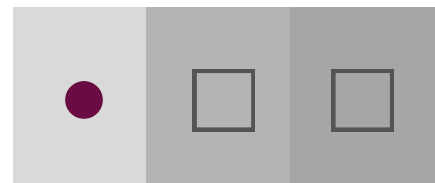
Manager Collaboration & Tracking

Incorporating your whole team makes hiring more meaningful. Does the system have access controls, notes, ratings, sharing and other tools to enable collaboration throughout the process?



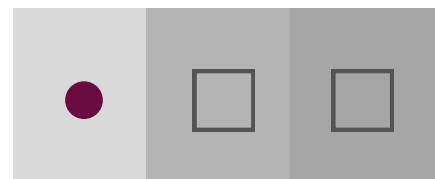
Unlimited Logins

Hiring software provides value to more than just HR managers. Are additional logins for your HR team and hiring managers included at no additional cost?



End-to-End Hiring Solution

Beyond applicant tracking, your hiring process should include other core add-ons, such as background checks, assessments, and onboarding. Does the platform provide more valuable tools?

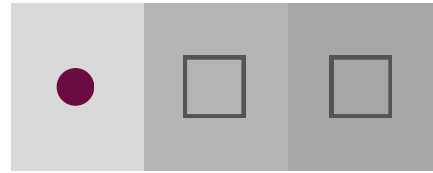


Essential Criteria

Personalized Support & Hands-On Training

Just as you should seek guidance for your unique hiring process, you should also receive help with the new recruiting platform. Is system support and training for your team provided for free?

Our ATS System



TOTAL HIRING ESSENTIALS



YOUR CASE FOR BETTER RECRUITING

You recognize that your current hiring process needs an upgrade, but budget constraints are standing in the way. The key to gaining approval isn't explaining how much easier your job would be—it's demonstrating how improved recruiting directly supports organizational objectives.

Shift the focus from operational convenience to impact. These points will help you frame the discussion around company goals, competitive advantage, and measurable ROI.

CUSTOMIZED JOB LISTINGS

SAVINGS ON JOB POSTINGS

DIVERSITY AND INCLUSION FOCUS

VISIT US ONLINE



Notes