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Retool Your Recruiting and Hiring to See Your Business Recover and Thrive

If you are an HR director or small business owner, you may be struggling to hire qualified employees. Choosing capable software and retooling hiring practices is important whether you are doing high volume hiring now or building a talent pipeline for future growth.

A hiring solution automates recruiting and applicant tracking and helps small business hiring teams save money and find better candidates. In this eBook, we describe how a hiring solution can transform your hiring process and help your business:

1. Restaff for post-pandemic growth
2. Free up time to adapt your workplace for COVID prevention measures
3. Simplify compliance with EEOC, FLSA and ACA

Let's dive into recruiting, applicant tracking, and hiring.

Hire fast, hire strategically.

An [applicant tracking system](#) (ATS) manages 80% of hiring workflows.

It's a specific type of small business recruiting software. It automates the hiring process from job posting to offer letter. Today's ATS are cost-effective, easy to use, and quick to set up.

In this eBook, we include screenshots to illustrate ATS tools and features. These images are taken from WorkforceHub ApplicantStack, the small business hiring solution from Swipeclock.

11 Essential Things to Know About Applicant Tracking Systems

01
An ATS Saves You Lots of Money

Applicant tracking systems provide an impressive ROI. How much? A small company can save up to $10,000 using an ATS. There are indirect savings as well. ATS help you fill positions faster. This shortens the time it takes for the new hire to generate revenue. ATS with onboarding tools further shorten time to productivity.

02
Hire Top Performing Candidates Before Your Competition

If your hiring process takes longer than your competitors, the best candidates are hired by others before you have a chance to make a decision. That leaves you with less-desirable candidates. Automation and prescreening improves both time-to-hire and quality-of-hire. Let's describe how they are related.

First off, an ATS helps you find more qualified candidates by expanding your recruitment marketing reach. Once you've cast a wide net and the applications start flowing in, the ATS quickly identifies top candidates with prescreening questionnaires that include knock-out questions. We discuss this more in #7. The upshot is that you can present an offer to high-demand candidates before they are snagged by a competitor. These high performers drive productivity and innovation.

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03

Track Hundreds of Resumes With Ease

When it comes to administration, ATS automation is truly impressive. Systems can handle hundreds of applications, resumes, and other workflows.

Not only do you save on the cost of labor for the hiring team, but you also free up their time. They can use that time on improving hiring strategies. When you optimize your hiring processes, you can help your business grow even faster. With the strategic use of an ATS, you can become the budget hero in your company.

04

An ATS Creates a Dynamite First Impression

During the recruitment process, your goal is to attract top people. You aren't just recruiting; you're marketing your company. In a recent study, LinkedIn found that 72% of recruiting professionals agree that employer brand has a significant impact on hiring.

An ATS allows you to quickly post your jobs on popular job boards. It also lets you to personalize your application portal so it's unique to your company and reflects your overall branding.

This is how you communicate a professional image to job seekers.

A majority of job seekers use a mobile device in their job search. A mobile-friendly ATS allows candidates to interact with your hiring system from their cell phone or tablet.

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05

Your Competitors are Using an ATS

If you haven't implemented an ATS, take note. 98% of Fortune 500 companies and at least 66% of large companies use an ATS. The adoption rate for small companies is lower, but growing quickly. Last year, it was estimated that 35% of small organizations use ATS. Keep in mind that you are also competing with talent sourcing agencies. The adoption rate for professional recruiters is nearly 100%.

06

Recruitment Texting is a Must in 20

Many companies are using recruiting texting in their hiring operations. The open rates for texts are astounding. Some studies put the text open rate above 90%! Compare that with around 45% for emails.

Consider this: if a person has set up texting notifications, they can see a preview without opening the message. If the text is short, they can probably see the whole message in the notification window.

If you aren't engaging with your candidates through texting, you are falling behind. ATS texting helps you leverage the power of most people's preferred method of communication.

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07 Quickly Narrow Down the Application Pool

Before you post your job, create an application questionnaire based on the job requirements. The candidate answers the questions when they apply. If the applicant doesn't have the qualifications, the system tags their application as Do Not Pursue. The candidate will remain in the database, but you can easily see that they didn't meet the qualifications. We discuss prescreening questionnaires in greater detail ahead.

Another way it helps you quickly identify top candidates is with resume filtering. As you know, job seekers format their resumes in a variety of ways. The ATS extracts the information and organizes it in the same format for each candidate profile. There is a field for each relevant piece of data. For example, there is a field for each degree earned, each previous job title, and each skill.

This type of organization gives you searching and filtering superpowers. You can analyze and compare candidates by work experience, education, previous employers, job titles, skills, or other variables.
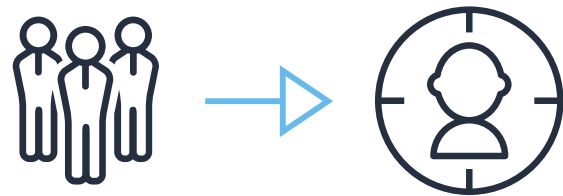
Suppose you want to search by several variables. Boolean searching uses syntax and AND/OR logic to find resumes with specific variables. For example, you could search "engineer" + "mechanical AND/OR electrical" + "Bellingham, Washington."

BEFORE you read even one resume:

1. Weed out unqualified applicants with prescreening questionnaires
2. Identify a pool of qualified candidates that meet multiple specific requirements

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08 Weighted Screening Questions Help You Find Better Candidates

In the previous section, we discussed how prescreening questionnaires eliminate unqualified candidates. In addition, they go a step further and rank the qualified candidates who weren't knocked out. How does this help you find top performers? You assign a numerical point value to each question based on your criteria. When you sort the candidates in your review queue, the ATS orders them from the most qualified to the least qualified. This is based on how they scored on your weighted questions. Your scoring strategy identifies the highly qualified, the barely qualified and everyone in between.

WorkforceHub Applicant Tracking custom screening questionnaire

09 ATS Can Post to Multiple Online Job Boards

With an ATS, your job posting gets maximum exposure. With a couple clicks, post to LinkedIn, Indeed, ZipRecruiter, Glassdoor, CareerBuilder and Monster (just to name a few). You don't have to juggle login credentials for each account.

While you're at it, post it to your social media sites and careers page. You create the job posting in the ATS, and the software takes care of the posting. This is a huge timesaver for busy hiring teams. ATS also measure performance of job boards to identify the most effective hiring channels. Stop paying for boards that don't deliver promising candidates.

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10 Applicant Tracking Systems Improve Collaboration

You are more likely to find high quality candidates if multiple stakeholders can weigh in. But if expanding the hiring team and lengthening the review period brings the process to a halt, the top candidates will lose interest and seek out firms that move faster.

ATS databases enable effective collaboration. Each decision maker can enter notes and applicant ratings either during or after the interview. Your ATS will calculate average scores so you can compare.

ATS also improve collaboration by standardizing your hiring workflow. Create a workflow in your ATS based on your processes. Configure hiring stage changes to initiate actions such as an auto email, internal team reminder, or a background check. For example, when you advance a candidate to the interview stage, your ATS can send an email inviting the candidate to schedule an interview with a link to the scheduling calendar. Email templates include merge fields which personalize the email. Merge fields pull data into your email entered elsewhere in your ATS such as the candidate's name, job title and address.

11 Applicant Tracking Systems Help You Comply With Labor Laws
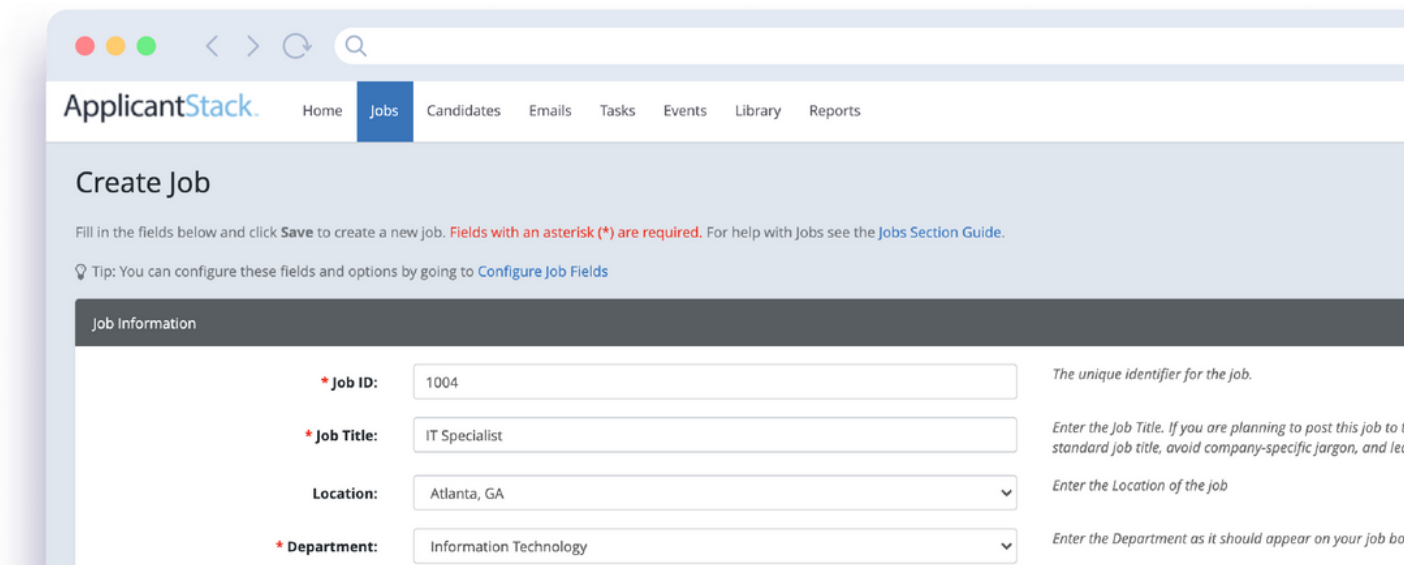
To say that recruitment compliance is complicated is an understatement. The laws are always in flux and they vary by location, industry, and business size. Small companies have fewer resources to ensure that processes are compliant.

ATS help you comply with regulations related to hiring. Vendors update SaaS systems to stay current with hiring regulations. In addition, ATS generate reports to protect you in case of a legal challenge. For example, suppose a rejected candidate alleges discrimination. Don't worry. Your ATS has the documentation to validate your legal hiring criteria.

ATS have bias-reduction settings such as hiding personal information on resumes during resume evaluation. Structured interview templates ensure your hiring managers don't stray from a legal script. Standardized approved workflows help hiring managers and administrators stick to legal practices.

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11 HRMS Applicant Tracking and Hiring Features

1. Job description templates

WorkforceHub Applicant Tracking job description template

Job description created from a WorkforceHub template

2. Single sign-on job board posting
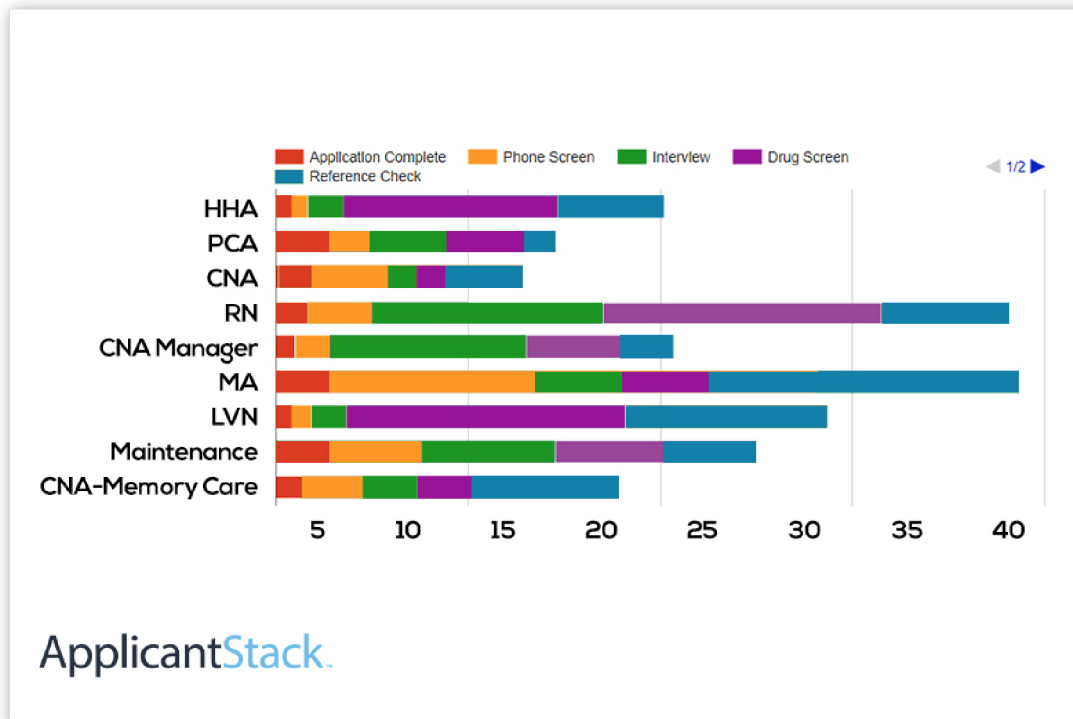

WorkforceHub job board management

3. Prescreening questionnaires with knock-out questions and weighted scoring
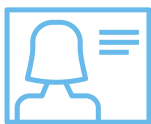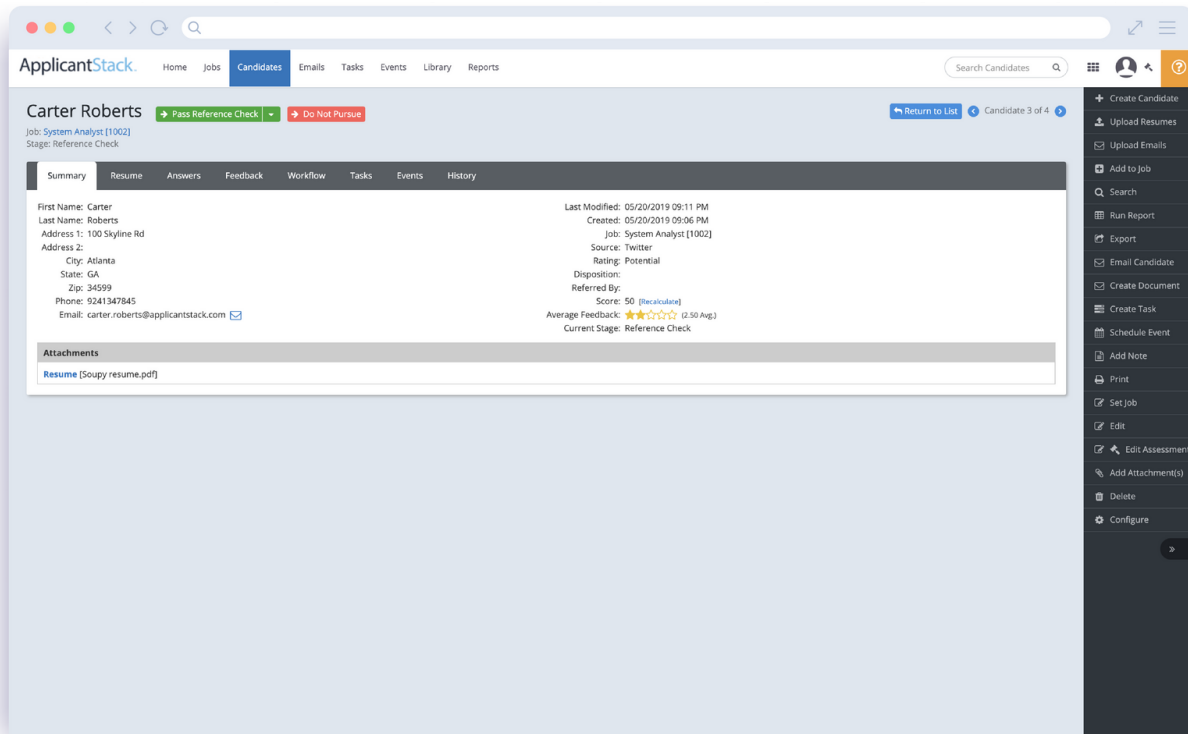
4. Branded recruitment marketing
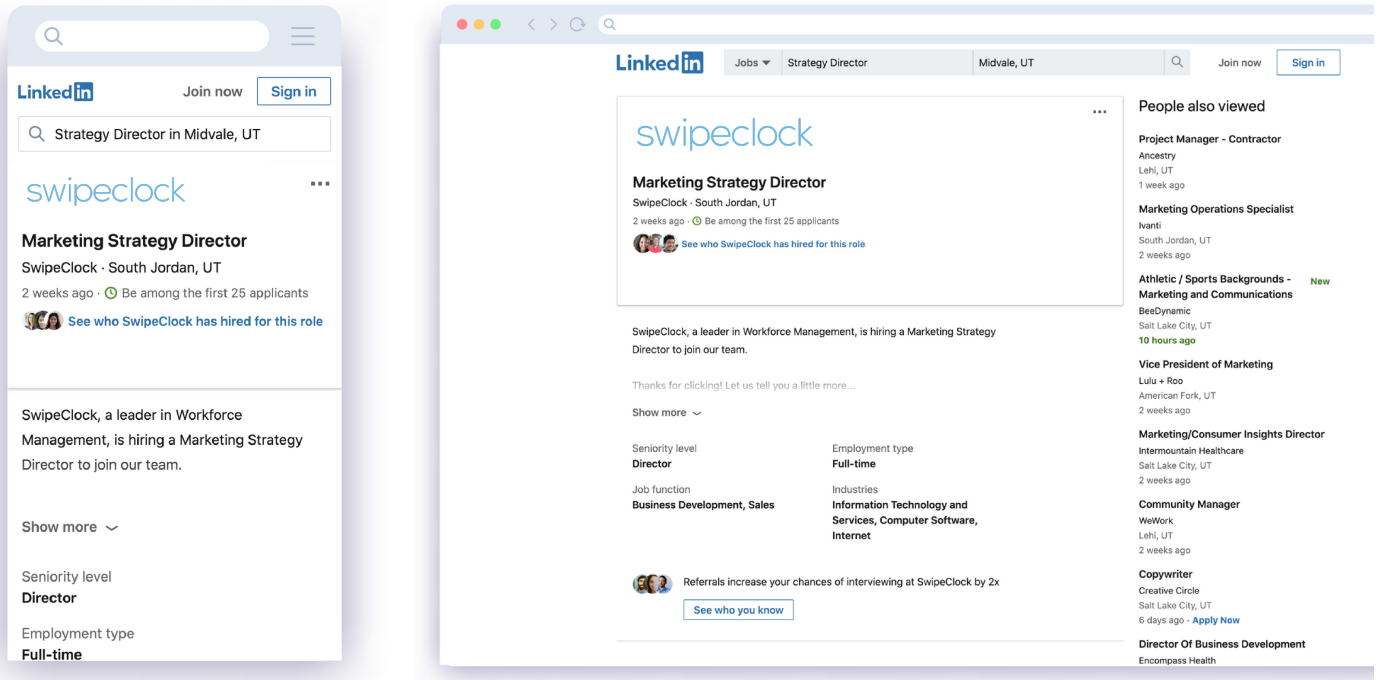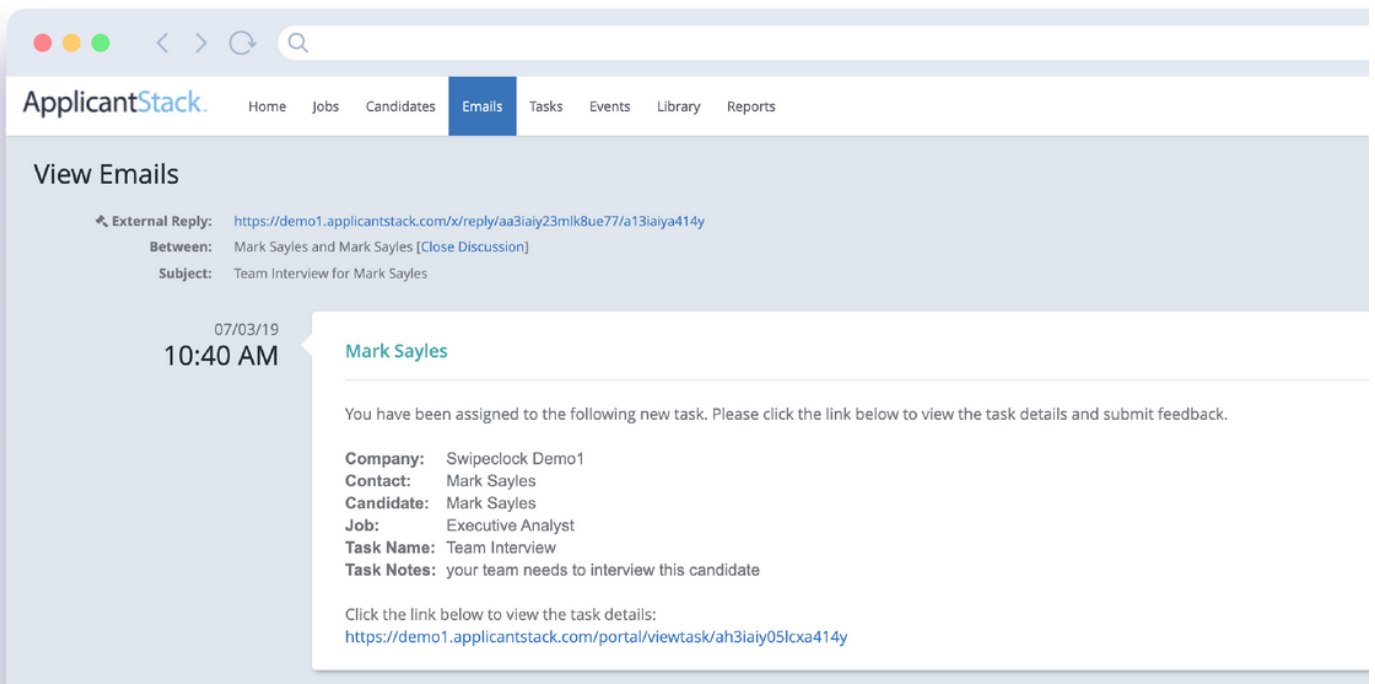

5. Reporting and analytics

WorkforceHub graph showing time in hiring stage by job posting

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6. Application/resume parsing

A candidate record created from the applicant's resume

7. Hiring team task reminders

Reminder informing a hiring manager that a candidate needs to be interviewed

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8. In-app candidate texting

WorkforceHub Applicant Tracking has text templates which save time. The system also saves a record of texting threads with candidates. In addition, several members of the hiring team can text as if from the same person.
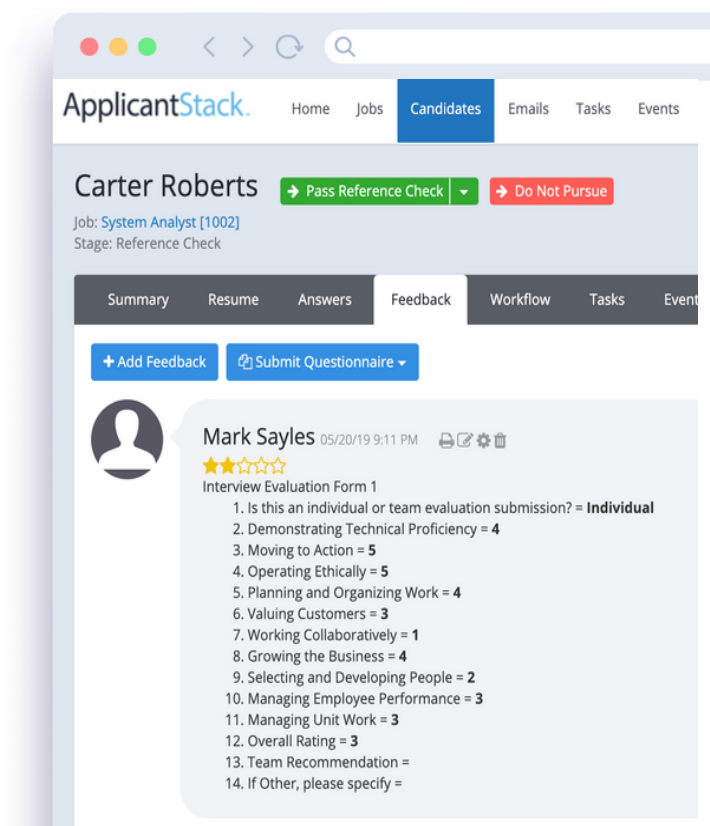
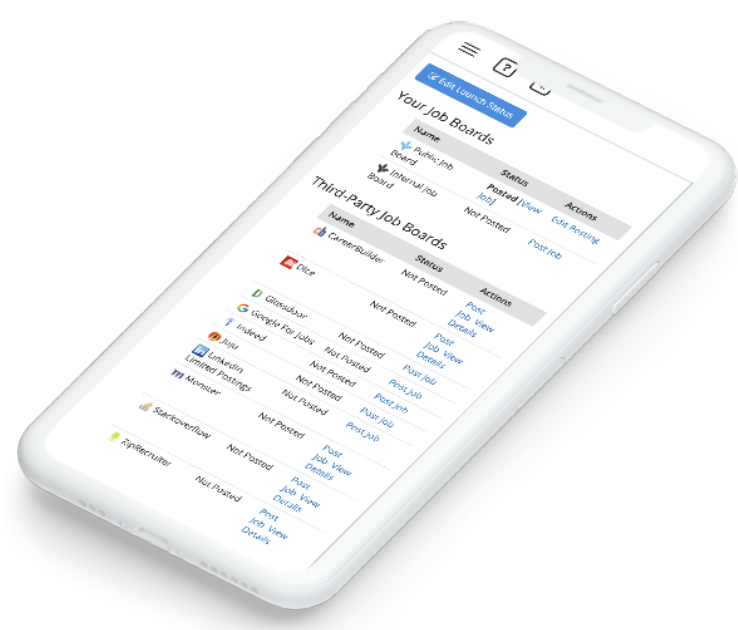## 9. Hiring workflows with stage change triggers

Customizable hiring workflow in WorkforceHub Applicant Tracking

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10. Standardized scoring

Example of customized scoring in WorkforceHub Applicant Tracking

11. Mobile-friendly

Applicants and internal hiring teams can easily use WorkforceHub on a smartphone or tablet

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An ATS can help you manage high-volume hiring now. If you aren't hiring right now, you can use the time to improve your hiring and applicant tracking processes for future staffing needs.

WorkforceHub has Hiring and Applicant Tracking

Swipeclock's WorkforceHub unified HR system has Hiring and Applicant Tracking. Recruiting teams have been relying on our hiring solutions since 2009.

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Try WorkforceHub Applicant Tracking free for 15 days!

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Learn how to reinvent additional small business HR functions in the companion eBooks in our Retool series:

- Retool Your HR Management and Onboarding to See Your Business Recover and Thrive
- Retool Your Time and Labor to See Your Business Recover and Thrive

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