

How Retooling Your HR Management Will Help Your Business Recover and Thrive

Volume 1. HRMS Recruiting, Applicant Tracking and Hiring





This is the first volume of our eBook *How Retooling Your HR Management Will Help Your Business Recover and Thrive*. In this series, we describe how a Human Resources Management System (HRMS) can fundamentally change the way you manage employees.

An HRMS is an integrated suite of software applications that automate the employee life cycle. If you implement an HRMS for your workforce, you will:

- Rebound faster if you were forced to shut down or curtail business due to the pandemic
- Free up time to adapt your workplace for social distancing
- Help employees working from home easily access HR information
- Simplify compliance with FLSA, ACA, Emergency Paid Sick Leave, and Expanded FMLA

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

If you are an [HR director](#), it's boom or bust right now when it comes to hiring. Essential businesses are in a hiring frenzy. Others, regrettably, are laying off or furloughing workers.

This volume is for those of you in either category. Choosing capable hiring software and retooling recruiting practices is important whether you are doing high-volume hiring now or building a talent pipeline for future growth.

Hire fast, hire strategically.

The HRMS recruiting and hiring platform is called an [applicant tracking system](#) (ATS).

An applicant tracking system is a specific type of 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 ApplicantStack, the ATS hiring solution in **WorkforceHUB HRMS**.

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 the 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 pre-screening 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.

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. Improved hiring strategies can then 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 to your company. You aren't just recruiting; you're marketing your company. In a recent study, LinkedIn found that [72% of recruiting leaders](#) agree that employer brand has a significant impact on hiring.

An ATS allows you to quickly post your jobs on popular job boards. They allow 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.

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 ATS adoption rate for professional recruiters is nearly 100%.

06

Recruitment Texting is a Must in 2020

Many companies are using recruiting texting in their hiring operations. The open rates for texts are legendary. 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 many candidates' preferred method of communication.



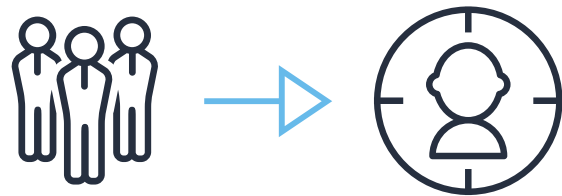
07

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

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.

The screenshot shows a web interface for a screening questionnaire titled "Accounting Manager (Sample) [SAMPLE]". At the top, there are two buttons: "Set Stage" (green) and "Cancelled" (red). Below these, it indicates "Current Stage: Open" and "Candidates: 0". A navigation bar contains tabs for "Summary", "Listing", "Questions", "Scoring", and "Approval". Underneath, there are two buttons: "+ Create Rule" and "Run Rules". The main content area is titled "Scoring Rules" and contains the following text: "Assign points for answers to Questionnaire 'Accounting Manager Qu...". It lists three rules with their respective point values and knock-out conditions:

- Are you authorized to work in the United States for any empl...
Yes = 0 points
No = KNOCK-OUT
- Do you have a bachelors degree?:
Yes = 0 points
No = KNOCK-OUT
- How many years experience do you have?:
None = KNOCK-OUT
0-1 Years = KNOCK-OUT
1-3 Years = 10 points
3-5 Years = 15 points

ApplicantStack 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.

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. They will 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

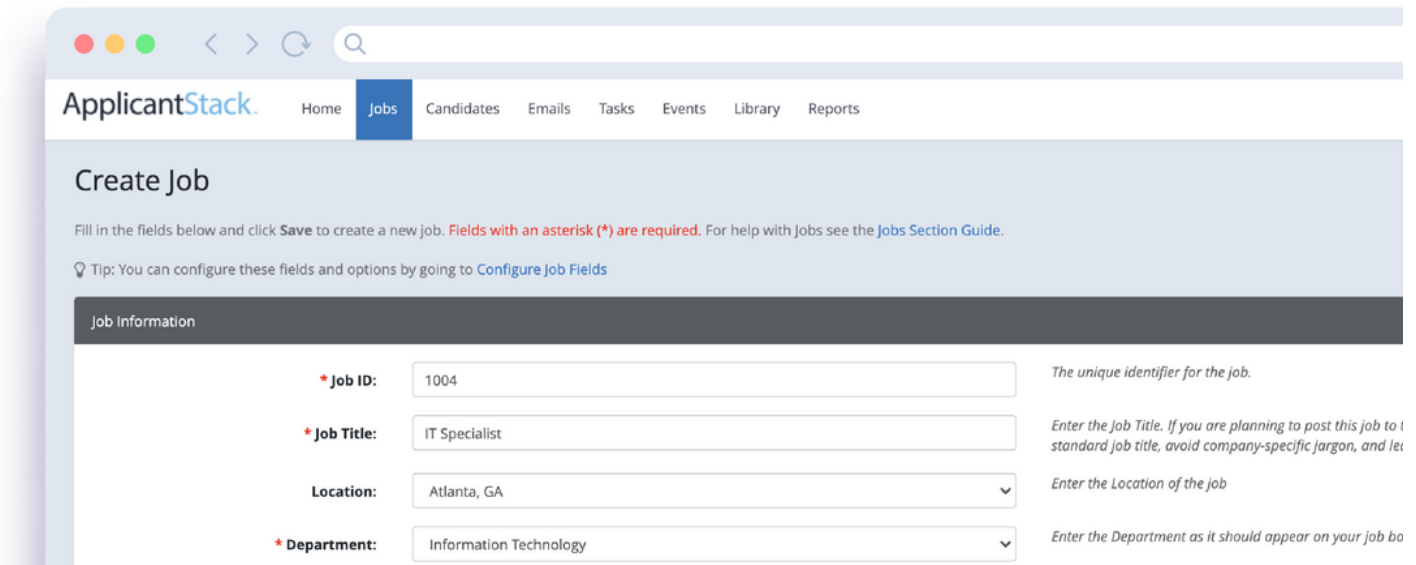
To say that recruitment compliance is complicated is an understatement. The laws are always in flux and they vary by location, industry, and business size. Small companies have fewer resources to ensure that processes are compliant.

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.

11 HRMS Applicant Tracking and Hiring Features

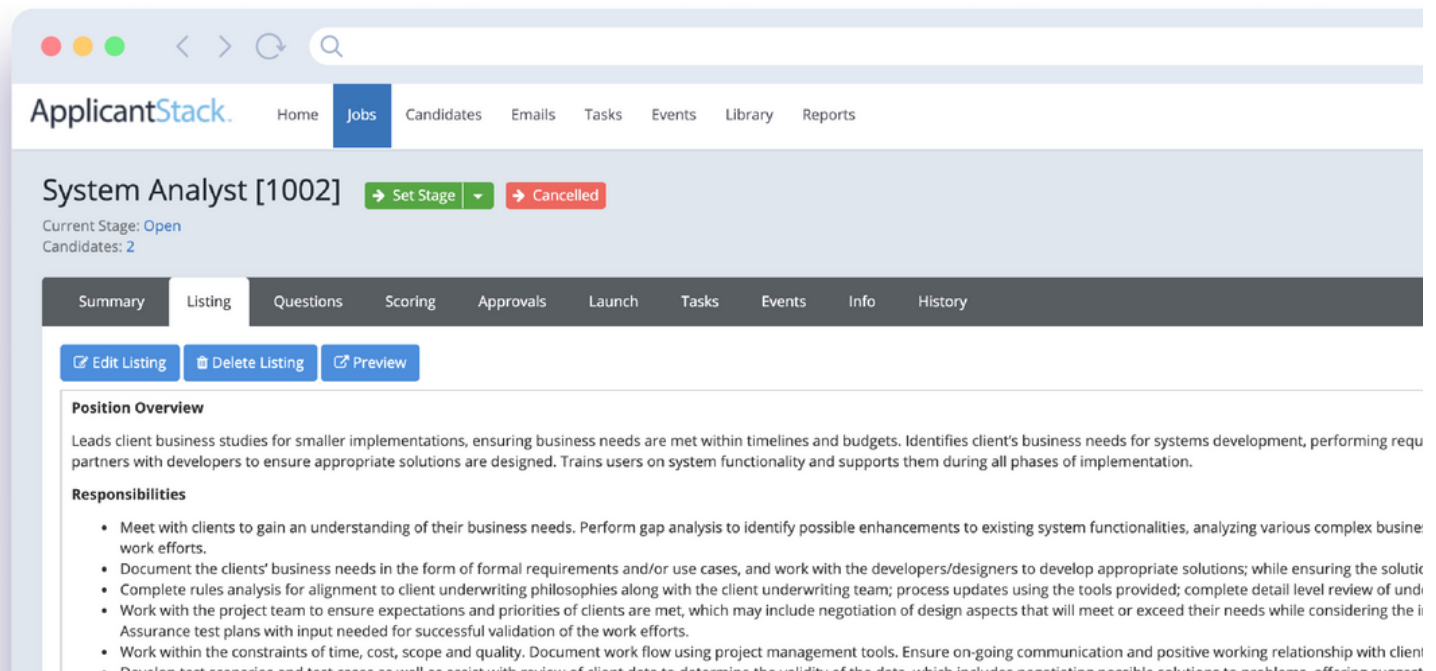
1. Job description templates



The screenshot shows the 'Create Job' form in the ApplicantStack application. The form is titled 'Create Job' and includes a navigation bar with 'Home', 'Jobs', 'Candidates', 'Emails', 'Tasks', 'Events', 'Library', and 'Reports'. Below the title, there is a note: 'Fill in the fields below and click Save to create a new job. Fields with an asterisk (*) are required. For help with Jobs see the Jobs Section Guide.' A tip icon indicates that users can configure fields by going to 'Configure Job Fields'. The form is divided into a 'Job Information' section with the following fields:

- * Job ID:** Text input field containing '1004'. Description: 'The unique identifier for the job.'
- * Job Title:** Text input field containing 'IT Specialist'. Description: 'Enter the Job Title. If you are planning to post this job to a standard job title, avoid company-specific jargon, and let...'
- Location:** Dropdown menu with 'Atlanta, GA' selected. Description: 'Enter the Location of the job'
- * Department:** Dropdown menu with 'Information Technology' selected. Description: 'Enter the Department as it should appear on your job bo...'

ApplicantStack job description template



The screenshot shows the job listing page for 'System Analyst [1002]' in the ApplicantStack application. The page includes a navigation bar with 'Home', 'Jobs', 'Candidates', 'Emails', 'Tasks', 'Events', 'Library', and 'Reports'. The job title is 'System Analyst [1002]' with a 'Set Stage' dropdown and a 'Cancelled' button. Below the title, it shows 'Current Stage: Open' and 'Candidates: 2'. The page has a tabbed interface with 'Summary', 'Listing', 'Questions', 'Scoring', 'Approvals', 'Launch', 'Tasks', 'Events', 'Info', and 'History'. The 'Listing' tab is active, showing buttons for 'Edit Listing', 'Delete Listing', and 'Preview'. The 'Position Overview' section describes the role: 'Leads client business studies for smaller implementations, ensuring business needs are met within timelines and budgets. Identifies client's business needs for systems development, performing requ... partners with developers to ensure appropriate solutions are designed. Trains users on system functionality and supports them during all phases of implementation.' The 'Responsibilities' section lists several tasks:

- Meet with clients to gain an understanding of their business needs. Perform gap analysis to identify possible enhancements to existing system functionalities, analyzing various complex busine... work efforts.
- Document the clients' business needs in the form of formal requirements and/or use cases, and work with the developers/designers to develop appropriate solutions; while ensuring the soluti...
- Complete rules analysis for alignment to client underwriting philosophies along with the client underwriting team; process updates using the tools provided; complete detail level review of undi...
- Work with the project team to ensure expectations and priorities of clients are met, which may include negotiation of design aspects that will meet or exceed their needs while considering the i... Assurance test plans with input needed for successful validation of the work efforts.
- Work within the constraints of time, cost, scope and quality. Document work flow using project management tools. Ensure on-going communication and positive working relationship with client...
- Develop test scenarios and test cases as well as assist with review of client data to determine the validity of the data, which includes negotiating possible solutions to problems, offering suggest...

Job description created from an ApplicantStack template

2. Single sign-on job board posting

ApplicantStack Home **Jobs** Candidates Emails Tasks Events Library Reports

System Analyst [1002]

Current Stage: Open
Candidates: 2

→ Set Stage → Cancelled

Summary Listing Questions Scoring Approvals **Launch** Tasks Events Info History

[Edit Launch Status](#)

Your Job Boards

Name	Status	Actions
Public Job Board	Posted [View Job]	Edit Posting

Third-Party Job Boards

Name	Status	Actions
Glassdoor	Posted	Edit Posting
Google For Jobs	Posted	Edit Posting
Indeed	Posted	Edit Posting
LinkedIn Limited Postings	Posted	Edit Posting

Social Media Sites

Name	Actions
Facebook	Post Job
Twitter	Post Job
LinkedIn Page	Post Job

Manual Posting Links

The following links can be used to manually post this job to your intranet, niche job boards, external recruiters, and other third-party sites. For help with this section, see the [Launch Section Guide](#).

Candidate Source: (Default) (To copy a link below, right-click and choose Copy)

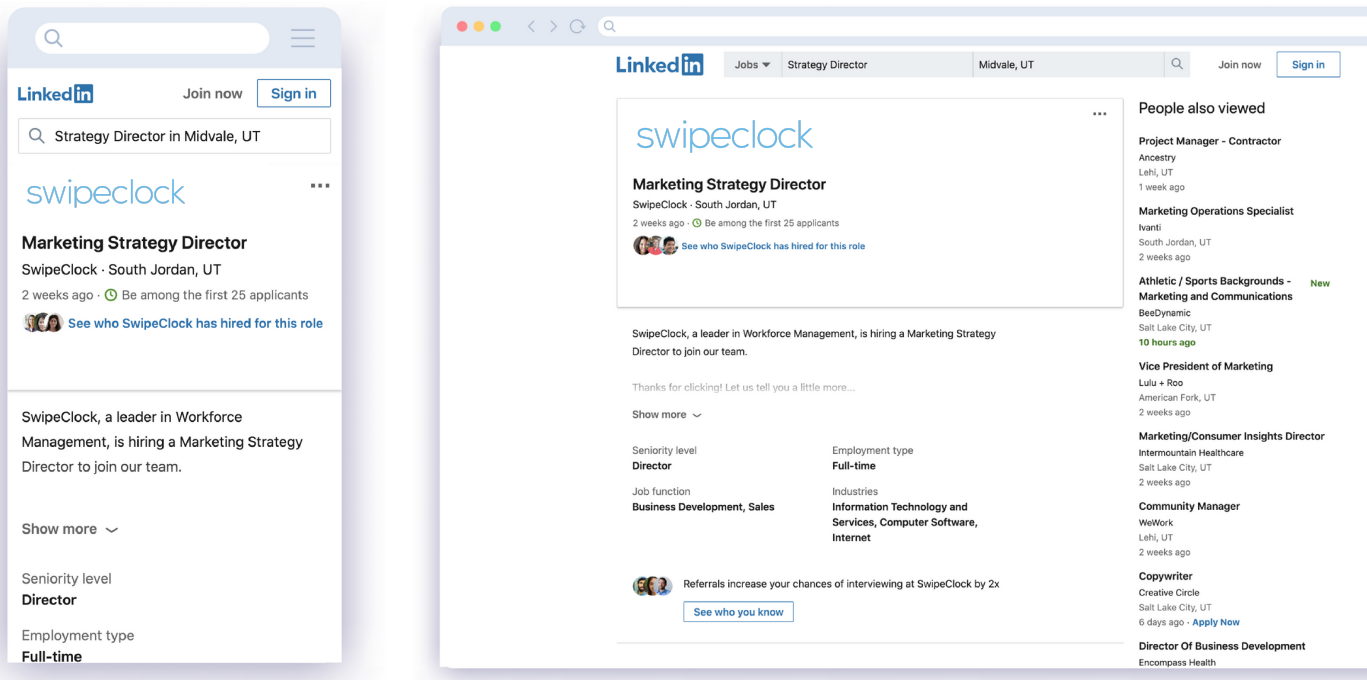
Job Listing:	<input type="text" value="https://demo1.applicantstack.com/x/detail/a23iaiy8gs1s"/>	This link will take candidates to the job listing page for this job on your website.
Apply Online:	<input type="text" value="https://demo1.applicantstack.com/x/apply/a23iaiy8gs1s"/>	Candidates can apply to this job by navigating to this URL, which takes them to
Apply Email:	<input type="text" value="apply-a23iaiy8gs1s@applicantstack.com"/>	Alternatively, candidates can apply to this job by sending their resume to this e

ApplicantStack job board management

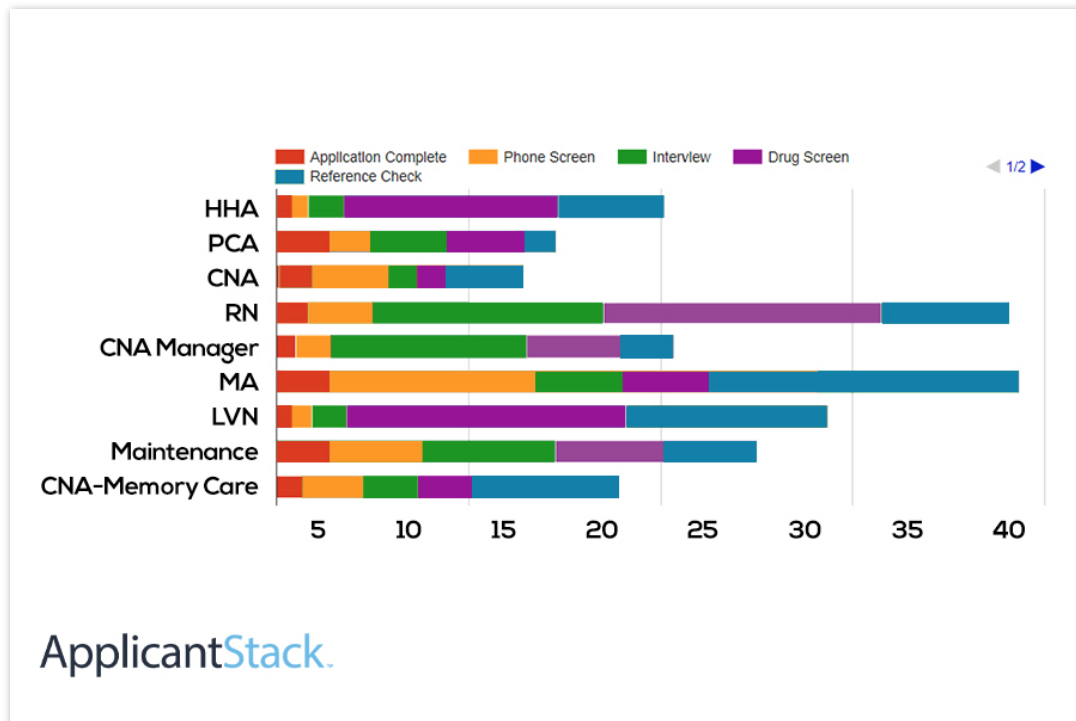
3. Prescreening questionnaires with knock-out questions and weighted scoring



4. Branded recruitment marketing

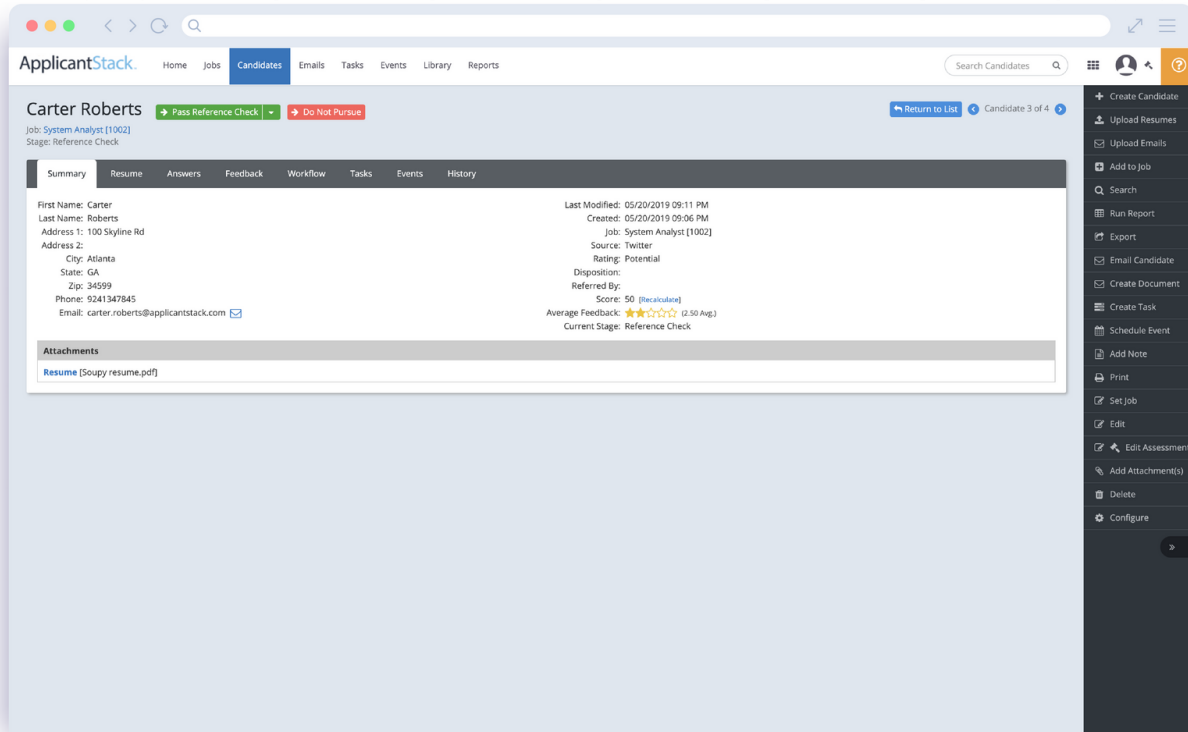


5. Reporting and analytics



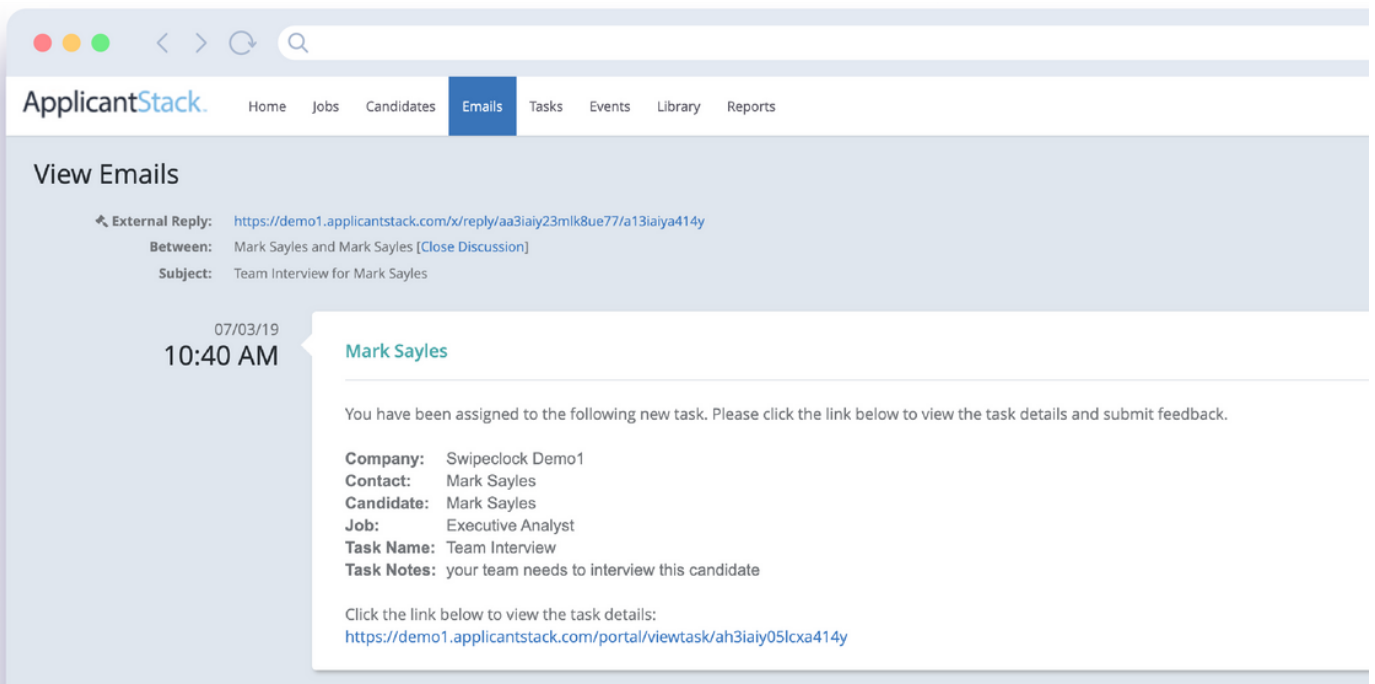
ApplicantStack graph showing time in hiring stage by job posting

6. Application/resume parsing



A candidate record created from the applicant's resume

7. Hiring team task reminders



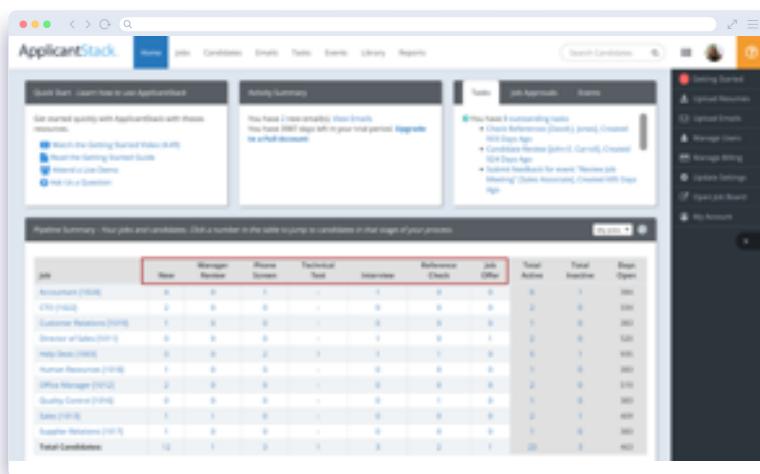
Reminder informing a hiring manager that a candidate needs to be interviewed

8. In-app candidate texting



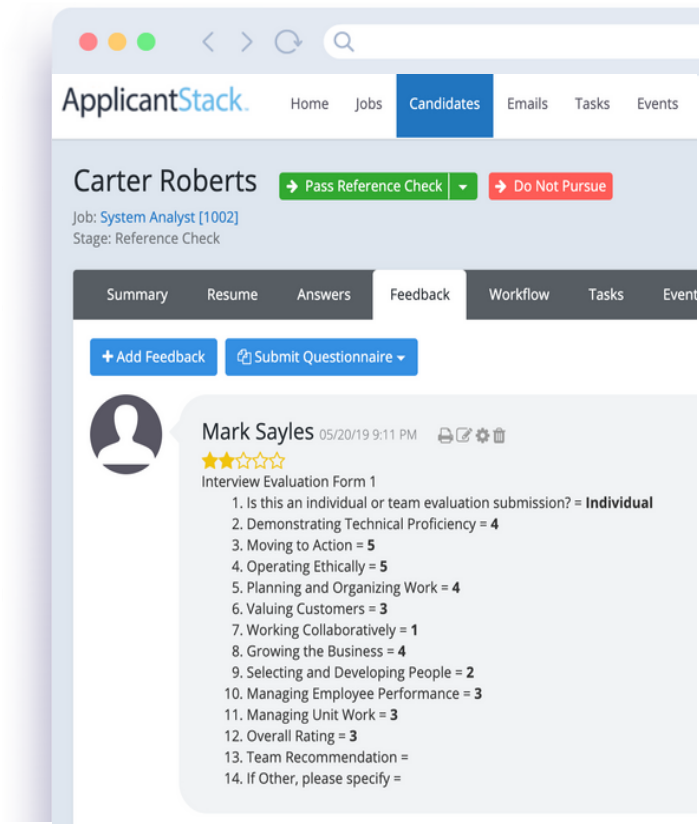
ApplicantStack saves a record of texting threads with candidates. Several members of the hiring team can text as if from the same person.

9. Hiring workflows with stage change triggers



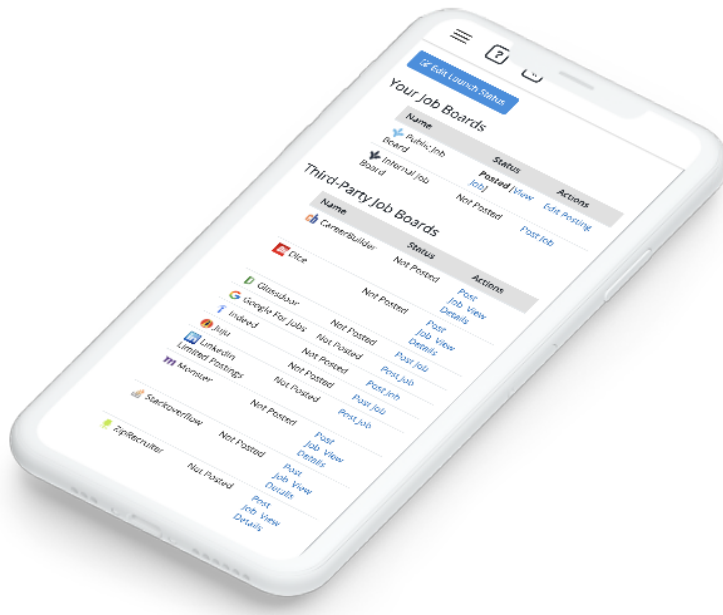
Customizable ApplicantStack hiring workflow

10. Standardized scoring



Example of ApplicantStack customized candidate scoring

11. Mobile-friendly



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

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 ApplicantStack Applicant Tracking

SwipeClock WorkforceHUB HRMS includes our ApplicantStack hiring solution. Recruiting teams have been relying on ApplicantStack to hire smarter and faster since 2009.

Try ApplicantStack free for 15 days!

How Retooling Your HR Management Will Help Your Business Recover and Thrive

Check out volumes 2 and 3 of our eBook *How Retooling Your HR Management Will Help Your Business Recover and Thrive*.

Volume 2: HRMS Employee Onboarding and HR Management

Volume 3: HRMS Employee Timekeeping and Scheduling

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