

# Applicant Tracking Systems: What You Should Know

Going Beyond Applicant Tracking



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GOING BEYOND APPLICANT TRACKING®

*“From system configuration to implementation to day-to-day support, nowHIRE’s team is the best there is. nowHIRE’s customer service is the best we’ve ever experienced from a vendor.”*

*Jennifer Gore,  
nurse recruiter  
and employment  
coordinator,  
St. Mary’s  
Medical Center*



## Applicant Tracking Systems: What You Should Know

Because people are the most valuable resource in any organization, it’s a competitive necessity to have the best processes in place to attract, hire, train, identify and retain the best employees. But you also need to have the right system in place to keep track of your recruiting processes and your people. The right applicant tracking system (ATS) automates, evolves and streamlines the recruitment and hiring processes, increasing efficiency and contributing to enterprise-wide productivity.

But what exactly is an ATS, and what precisely can it do for your organization? Below are answers to the most frequently asked questions about applicant tracking systems.

### The Basic Elements of Applicant Tracking Systems

In its most basic form, *an applicant tracking system is a software application designed to help an organization recruit, filter, sort, access, hire and track applicants more efficiently.* An ATS can be used to create requisitions, post job openings on a corporate Web site or job board, screen resumes, and generate interview requests to potential candidates by e-mail.

Other features may include: automated resume ranking, customized input forms, pre-screening questions, multilingual capabilities, an integrated corporate career web site, job board posting tools, auto-response e-mails, job-specific candidate ranking, resume parsing, requisition approval, ad-hoc reporting (e.g. time-to-fill, sourcing, cost-per-hire, referral source), customized input forms (e.g. I9, W4, company application), and pre-screening questions. About 50 percent of all mid-sized companies and almost all large companies use an applicant tracking system

of some kind. These systems replace the do-it-yourself spreadsheets and log books that you may be using now, streamlining recruiting and hiring processes for greater speed and efficiency.

### What Other Features Does An ATS Offer?

These days, “Applicant Tracking System” is not an adequate name, since an ATS can do far more than track applicants. *Because of all the features now available, many HR professionals now refer to their ATS as a “talent management” or “hiring management” system. These systems have evolved to track the “applicant” through the entire employment life cycle from application to hire, not just through the recruitment or hiring phase.* Organizations can now include and/or integrate background checks, drug screens, assessments, paperless on-boarding technology with electronic signature, HRIS integration, career planning, learning management, performance management, succession planning and more in their talent management suite of components.

Each company’s needs will differ, depending on number of employees, type of employees (salaried, contract, hourly, etc.) and your current work processes. Some applicant tracking systems come with a basic system plus a variety of add-on components based on your needs, while other systems come loaded with features—some of which you may not need but have to pay for anyway.

### What are the Benefits of Automating?

The benefits of using an applicant tracking system are so numerous that they can’t all be addressed in this overview. But here are some of the key benefits:

*“nowHIRE handles all the frontline technical support for our candidates. They get their questions answered quickly, by experts—yet another way candidates feel valued and respected during the application process.”*

**Ann Morgan,**  
VP of Human Resources



- **Integrate information and online recruiting tools:** Instead of details about employees—such as test scores, completed trainings and job reviews—being scattered in separate applications, *an ATS can collect and house all of this information for a clearer picture of each employee’s performance and potential.* Research indicates that online recruiting can reduce the overall cost-per-hire by as much as 80% when compared to traditional recruiting solutions. The proliferation of online job boards, corporate career sites and email has opened a plethora of new and cost-effective channels for recruiting managers to reach talented professionals. A good ATS can integrate and leverage all of these online tools for you.
- **Keep track of those in the hiring process:** Applicants are much less likely to get lost in the system and fall through the cracks when an ATS is in place. Automatic “keep in touch” types of correspondence and requests for interviews, and online status checks, make communicating with applicants easier as well.
- **Improve your quality of hires:** *With an applicant tracking system, you can focus your time and resources on planning effective and strategic recruiting solutions that attract premier talent.* Using an ATS allows you to post, process and fill job openings faster, while promoting your company’s brand as cutting-edge by automating the online employment application process.
- **Evaluate your talent pool:** Within your company, at sites across the country or among international branches. Using metrics you specify, you can quickly see likely candidates for open positions, promotions and succession planning purposes.
- **Save time:** With the help of automated interview scheduling, pre-screening, data sharing, pre-populated online forms and many other features, an ATS enables

you to stop entering data and start filling positions. This results in more productive work days and faster time-to-hire. *By implementing an ATS most companies can reduce time-to-fill by more than 30%.*

- **Save money:** With so many time-consuming tasks now automated, you can reduce the cost of administrative help. Centralizing your recruiting operation within one system reduces data entry, eliminates processing service fees, and controls costs. You have the potential to save money on paper and postage as well if you choose features like paperless onboarding and electronic notifications. *Savings could total tens or hundreds of thousands of dollars, depending on your organization’s size.*
- **Increased compliance:** *A good ATS provides your organization with the ability to create consistent, scalable, and legally defensible talent management processes that can reduce exposure to lawsuits, protect government contracts, and reduce administrative costs.* Improve your quality of hire through support of diversity programs that foster innovation.
  - :: Automated forms compliance: with online forms such as I9, W4, FCRA and WOTC.
  - :: Automated OFCCP compliance management: an ATS helps you stay on top of government regulations to ensure your recruiters collect, record, track and report information related to applicants versus hires.
- **Strategic Business Intelligence:** Gain valuable insight into resource allocation, EEO compliance, and overall ROI from your recruiting process. Having an array of real-time reports serves as a powerful recruiting business intelligence tool to quickly evaluate every source of job candidates and effectively plan recruiting strategies.



*“Our project required individual attention and a deep knowledge of what we need and a familiarity with our system. nowHIRE always comes through for us.”*

**Karen Bryson,  
National Staffing  
Director, Pep Boys**



**What’s Different About nowHIRE’s ATS?**

*Configurable to your organization and extremely easy to use: nowHIRE offers Web-based recruiting and applicant tracking software modules that let you create a system that meets your specific needs.*

While some ATS vendors offer solutions for hourly workers and some handle salaried employees, nowHIRE can be configured for hourly, salaried or contingent workers—or any combination thereof.

**The applicant experience:** nowHIRE recognizes the importance of the applicant experience as part of a balanced recruiting and hiring strategy. nowHIRE works with clients to design a user-friendly and appropriately targeted career site and online application workflow experience, which research indicates is key to building brand awareness, increasing site traffic and completion rates and creating a larger and more satisfied pool of applicants to draw from.

**Extreme applicant and user support:** nowHIRE places a high premium on customer service. The company works closely with each client to configure a solution just right for their particular needs, and then maintains excellent ongoing communication. No client or applicant waits more than one business day for a return call, and most of the time it is the same day, usually within one hour.

**A proven, world-class system:** Since 1998, nowHIRE has been a proven solution implemented in some of America’s largest employers. Its solution cuts across all industry verticals: health care, manufacturing, automotive, retail, high tech and many more.

For more information on choosing the ATS that’s right for you, read “Going Beyond Applicant Tracking – Best Practices in Talent Management: Factors in ATS Selection” available at [http://www.nowhire.com/register\\_whitepaper.htm](http://www.nowhire.com/register_whitepaper.htm) and watch the webinar “Best Practices in ATS Selection,” at <http://www.nowhire.com/webcasts.html>.

*Find out how well  
nowHIRE’s ATS can  
work with you.  
800.724.8546*



**nowHIRE: A COMPLETE ATS APPROACH**



Since 1998, nowHIRE has been a premier provider of applicant tracking systems for companies of every size and across many verticals. Their solutions feature fully integrated, Web-based recruiting and applicant tracking software modules that companies configure to their specific recruiting needs. nowHire’s solutions give clients what they call “Zoom”—the competitive edge.