# JazzHR

# Moving from Manual Recruiting to a New ATS:

## The Ultimate How-to Guide

# Table of contents

# Making the Decision to Automate Hiring in Your Business

As a small business owner, hiring manager, or recruiter for a growing company, sourcing, screening, and tracking quality candidates can be challenging, especially if you are doing so in spreadsheets or by email. Spending time manually looking for talent, reviewing hundreds of resumes, scheduling interviews, and making offers to candidates not only wastes time, but it can slow you down in making the right hiring decisions for your business. And in an especially tight labor market, these manual recruiting tasks take time away from more strategic initiatives that drive your company forward.

For small- and medium-sized (SMB) businesses, a purpose-built **applicant tracking system** (ATS) streamlines the hiring process and frees up valuable time by automating and organizing each step. This automation makes it easier to source and connect with quality candidates, empowers more collaborative hiring, streamlines interview coordination and feedback, offers a positive candidate experience, and helps make offers more quickly to applicants. And that not only saves valuable time and money, but also ensures you can fill open roles in your business more quickly.

Making the choice to move from manual recruiting to an applicant tracking system requires choosing the right ATS for your business. The best recruitment software should streamline the hiring process, build strong relationships, improve hiring time, increase candidate engagement, elevate your company's reputation, and make sure you get the right hires who contribute to your business performance.

But not all recruitment software is created equal. Choosing an ATS that is not the right fit for your company can be detrimental to your hiring process. Leveraging the right technology that is purpose-built for your organization's size and recruiting complexity is essential in optimizing your recruiting process and driving results.

Companies that do not select the best-fit recruitment software often find that they are either spending too much on a system that does not fit their hiring needs or is not powerful enough to help their growing company achieve hiring goals. When companies choose the wrong ATS system, they are often left with a confusing process, and candidates take notice.

In *Moving from Manual Recruiting to a New ATS: The Ultimate How-to Guide*, learn how you can break down the selection process for recruitment software that can better support your hiring initiatives. Discover the benefits of using an ATS as part of your recruiting strategy and learn the capabilities that should be part of the recruitment software you select. Get actionable steps that you can use to guide your process, so you can be confident you have the right recruitment technology to improve hiring in your business.

> Spending time manually looking for talent, reviewing hundreds of resumes, scheduling interviews, and making offers to candidates not only wastes time and money, but it can slow you down in making the right hiring decisions for your business.

# Take Advantage of Technology with the Right Capabilities

Recruitment software that automates the hiring process is essential to manage application volume and keep track of candidates at various stages of your recruitment process. Recruitment automation augments the human elements of recruiting, and it saves significant time and effort on repetitive tasks. Using an applicant tracking system, like the award-winning solution from JazzHR, provides your business with the **right capabilities** to manage the various stages of your hiring process, including:

| | | |
|---|---|---|
| ✓ **Applicant Tracking** | ✓ **Collaborative Hiring** | ✓ **Interviews & Assessments** |
| ✓ **Candidate Experience** | ✓ **Employer Branding** | ✓ **Compliance & Reporting** |
| ✓ **Candidate Sourcing** | ✓ **Offers & eSignatures** | |

**PRO TIP:** The right ATS should replace manual, time-consuming hiring tasks with intuitive tools and automation, empowering you to recruit and hire the right talent faster. Take advantage of purpose-built recruitment technology that meets the needs of your SMB. Make sure it's powerful, user-friendly, and affordable to support your growing company.

# How an Applicant Tracking System Benefits Recruiting in Your Business

**1** ## Automating Time-Consuming Tasks

Saving time is one of the most important advantages of using an ATS, and for a good reason. Many steps in the hiring process are critical, but are manual and time-consuming without the help of recruitment software. Yet with the right technology, you can easily source candidates, schedule interviews, and even automate candidate communications, giving you back hours, while still crossing items off your recruiting to-do list.

**2** ## Reducing Time Wasted on the Wrong Candidates

Sourcing a great candidate means more than finding someone with the right experience. Luckily, an ATS understands that as well. In a tight hiring environment, you not only need to find candidates, but want to make sure you get the right candidates for your company, fast. The right ATS can help you make a better hiring decision quickly and contribute to better hires for your business.

## 3   Improving Hiring Collaboration

**Hiring is highly collaborative.** But as important as that is, it can also create more roadblocks and increase the length of time it takes to hire new employees. Aside from the administrative aspect, including other team members in the decision-making process is an effective way to ensure a quality hire. Collaboration is made easy within an ATS, where you can easily view the status of hiring workflows, view notes, and see comments from each member of the hiring team to keep the process moving forward.

## 4   Streamlining the Hiring Process

Not only can an ATS take over manual tasks, it also identifies where improvements can be made to speed up the rest of the process. Analytics within an ATS can pinpoint bottlenecks and make suggestions to improve how fast you hire. Furthermore, you can ensure that candidates receive timely communication and that you create workflows that make sense for your own hiring process, helping you find talent faster.

## 5   Offering a Better Candidate Experience

A **positive candidate experience** is too important to ignore. When your candidates have a positive experience with your company, you attract better hires, improve candidate quality, and improve employee retention. An ATS helps you stay on top of communication with job seekers, and keeps them engaged throughout the process, which is crucial to a positive candidate experience.

## 6   Optimizing Your Employer Branding

Hand in hand with a better candidate experience, your **employer brand** gets a boost by using an ATS as well. When a job seeker is happy with their experience, they're more likely to accept a position if offered, apply to another position in the future, and even tell other job seekers about their positive experience.

## 7 Ditching Hiring Bias

Through system automation and process uniformity, an ATS also helps eliminate **unconscious hiring bias**. Eliminating bias ensures job seekers are on an even playing field and supports the business in its **diversity, equity, and inclusion** (DEI) initiatives to hire the best talent possible.

Bias can rule out great candidates for a variety of reasons, from the words used on a resume to their education level, or even the applicant's name. An ATS ensures that each candidate goes through the same steps, which protects candidates (and employers), and helps contribute to a larger pool of candidates for your business.

## 8 Demonstrating Compliance & Consistency

As a bonus, building inclusive hiring processes demonstrates compliance, but also reflects an openness and transparency on your hiring practices. You adhere to equal opportunity expectations with ATS tools that optimize job posts, expand your hiring reach, and help navigate local and national regulations. Automated tools and reports take the added administrative requirements out of staying compliant.

## 9 Growing Your Candidate Reach

Attract more candidates with automated postings to hundreds of job boards and social media platforms. One click can help you instantly reach job prospects without the time investment of finding, visiting, and posting job openings on sites across the internet. Diversify your applicant pool and stand out in a crowded hiring space with job board integration features in the ATS.

## 10 Developing Scalable Pipelines

Growth is good for business and managing an abundance of potential candidates is a nice "problem" to have. ATS software can create and scale a talent pipeline strategy, so that you can source, attract, and screen hundreds of candidates more efficiently and effectively.

# The Process for Choosing an ATS for Your Business

For small- and medium-sized businesses, it's important to have a game-plan that establishes how you will evaluate recruitment software and identify the right ATS for your company. At a high-level, the process for selecting recruitment technology can be broken down into four stages:

1. Planning
2. Research
3. Consideration
4. Selection

We'll explore all four stages and the requirements for each to help you start the journey of moving from manual recruiting to an applicant tracking system in your company.

# The Planning Stage

**1** ## Estimate Your Timeline & Resources

The first step in the planning stage should be determining your decision-making timeframe, implementation timeline, training timeline, estimated budget, and resources dedicated to supporting the process. Looking for an appropriate ATS that can help you meet your timeframes and ensure you are up and running quickly is critical in supporting your move from manual recruiting to more streamlined hiring with automated recruitment software.

**2** ## Determine Must-Have Functionality

Identify and determine the list of recruiting capabilities you know would benefit your hiring process most. Take time to research different platforms at a high-level and list which applicant tracking systems offer capabilities you define as critical to your success.  At the start of your planning, organizing a list of  "must-have" features will help guide your entire selection process.

The best ATS platform will bolster a clear business strategy and streamline your overall hiring initiatives. For example, the following elements should be considered essential:

- ✔ Customizable workflows
- ✔ Task automation
- ✔ Free job posting
- ✔ Hiring team identification
- ✔ Real-time input & feedback

- ✔ Career page integration
- ✔ Branded communications
- ✔ Guided interviews
- ✔ Digital offers

Specialized recruitment software functionality should actively improve your ability to find, attract, connect with, and hire top talent for your business. Without these types of core recruiting capabilities, your move to an automated system may not result in a return on your investment.

## 3   Assess Your Need for Integration Today and Tomorrow

As you start to look for the right ATS for your company, consider your needs today as well as your ability to scale tomorrow. Many growing companies adopt recruitment software that can manage their current talent needs and then integrate with other HR and business systems for the future. Look for an ATS that can support you now, and when the need arises, can integrate with:

- ✔ Job boards and job syndication
- ✔ Assessments
- ✔ Background checks
- ✔ Career page services
- ✔ Calendars and scheduling

- ✔ HRIS and payroll
- ✔ Point of sale systems
- ✔ Single sign-on
- ✔ Time and attendance
- ✔ Video interviews

## 4 Consider Your Level of Recruiting Complexity

Be aware of the differences in platforms as it pertains to your company size and recruiting complexity. For small- and medium-sized businesses, it is important to select recruitment software that is tailor-made for your recruiting needs and for your hiring workflows. Make sure to select an ATS that is powerful, empowers you to reduce time-to-hire, improve your quality of hire, and is well-adopted among companies that are of a similar size and recruiting complexity.

> "JazzHR is laser-focused on the unique recruitment needs of small- and medium-sized businesses. They're one of the few vendors to get this right, with a competitive price, a great product, and excellent customer support."
>
> *- Select Software Reviews*

## 5  Determine Your Budget

Before you determine how much you can spend on an ATS purpose-built for your business, make sure you factor in how much the lack of an ATS actually costs your organization now. Break down costs such as:

- ✔ Time spent sourcing candidates
- ✔ Time spent reviewing resumes
- ✔ Time spent coordinating and conducting interviews
- ✔ Time spent providing feedback on candidates internally
- ✔ Time spent making manual offers
- ✔ Total spend and cost for posting on jobs boards
- ✔ Overall time required to fill each role
- ✔ Overall cost per hire
- ✔ Average time new hires stay in your company
- ✔ Hiring manager satisfaction

Once you have these pieces of information in hand, you can begin to identify the total cost required to hire new employees in your business. Then, identify what you would be willing to budget and find an ATS provider that enables you to scale as your recruiting needs grow. For example, **JazzHR offers pricing** especially for SMBs, with tiered plans based on the needs of the company. Whatever your budget is, make sure to factor in the current costs of hiring now versus the ROI that an ATS could deliver to your company both in the short- and long-term.

# The Research Stage

Now that you're equipped with some fundamentals, get ready to dig in, identify, and analyze ATS providers that could best fit your needs. Remember, you are looking for recruitment software that can decrease time-to-hire, increase your quality of hire, and streamline your hiring efforts.

Below are some additional areas you should look for when evaluating and putting together a short-list of solutions. Consider whether the recruitment technology helps you:

## 1  Source Better Talent

Look for capabilities that will help you manage your candidate pool and source from top channels with a single click. Find recruitment software that can post your jobs online everywhere qualified candidates are looking, and empowers you to easily manage resume screening even while on-the-go.

## (2) Easily Track Candidates

To better track candidates and stop using outdated processes like spreadsheets, you need to organize yourself within one central system. Make sure you can rank and track new candidates with ease in a centralized tool. This includes building custom workflows, assigning tasks, and sending emails automatically to ensure the recruiting process moves forward.

## (3) Collaborate as a Team

Recruitment software should help you stay better aligned with your hiring team every step of the way. Ensure an ATS helps you manage, rank, track, and discuss candidates more efficiently with all members of the hiring team. And make sure you can offer real-time input, seamlessly organize your interview process, and get on the same page to make better hiring decisions, faster.

## (3) Create Custom Reports

With a focus on data-driven hiring, you can continuously improve your recruiting process. Make sure you look for an ATS that can help you identify how well your recruiting efforts are working. With reporting and compliance tools, you can uncover opportunities to speed your time-to-hire and boost your quality of applicants. Ensure the recruitment software you are evaluating can measure the hiring metrics that matter most to your business and then fulfill reporting requirements to protect your organization.

# The Consideration Stage

By this stage, you will have researched various providers and considered how their functionality, capabilities, and solutions fit into your current hiring initiatives and goals to automate your hiring process.

## Narrow Your List

At this point, it's ideal to start seriously comparing 2 to 3 providers that align with the functionality you most desire, and then ensure they can meet or exceed your requirements. Compare your budget and timeline from the planning stage to each vendor, and consider which provider best aligns with your requests.

Perhaps even more importantly, ensure that the ATS provider has a dedicated product support team and implementation partners that will see you through the entire process. Consider dedicated support that offers onboarding assistance, data imports, and customer support through email, chat, and phone. Ultimately, the right provider will work with you to build a timeline, consult on an appropriate go-live date, and provide dedicated support to ensure those timelines are met.

## Request a Consultation

Even before requesting a trial or demo and seeing the recruitment software in action, it's wise to reach out to each potential ATS partner and discuss your needs. Gauge this discussion with the provider to determine how well they respond to:

✓ The circumstances in your hiring that have led you to consider an ATS platform.

✓ The size of your organization and your recruiting complexity. Determine if the provider has worked with organizations like yours and what their success looked like.

✓ Budget and timeline expectations.

✓ Team availability for a trial or demo so it can be scheduled.

# The Selection Stage

Once you've discussed expectations with each team and participated in demo calls or software trials, you're ready to narrow down your selection. This is an excellent opportunity to ask your top ATS vendors for references that match your organization's size and industry.

You can also consider exploring online **reviews from G2** or **TrustRadius**, or ask for feedback from contacts from your own network. With countless solutions on the market, it's beneficial to talk to people who have been in your shoes. Personal references and reviews from current and past users can go a long way in influencing your decision, providing authentic insight into the functionality and usability of the ATS.

# Ready to Get Started?
# See What JazzHR Can Do For You

For companies seeking to move from manual recruiting to an applicant tracking system, find out how streamlining the hiring process with recruitment software can help you better compete for candidates and hire faster. **Contact us** today to discuss your hiring needs, or if you are ready to get started, see JazzHR in action with a **free 21-day trial**. Post your first job for free today and see why over 10,000 growing businesses trust JazzHR to power their hiring process.
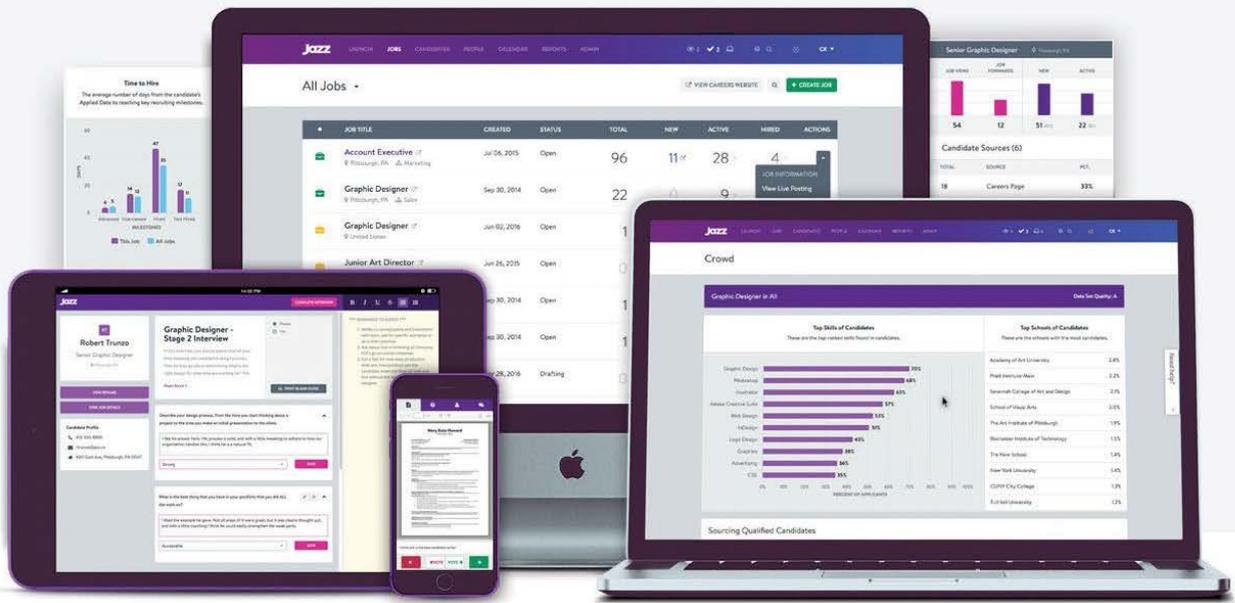
## About JazzHR

JazzHR, an Employ Inc. brand, is powerful, user-friendly and affordable recruiting software built to help growing companies exceed their recruiting goals. It replaces manual, time-consuming hiring tasks with intuitive tools and automation, empowering hiring managers to recruit and hire the right talent faster.

Give your candidates the experience that best represents your brand. Get started today at jazzhr.com, or contact us today.

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|---|---|---|---|
| hello@jazzhr.com | 888-885-5299 | jazzhr.com | jazzhr.com/blog |