

WHAT EVERY GOOD APPLICANT TRACKING SYSTEM (ATS) NEEDS



INTRODUCTION

Whether your business is small, growing like crazy, or well-established; you need to hire people.

Keeping track of dozens of applicants to multiple jobs is a mess in spreadsheets. Fortunately there's a better way. It's called an applicant tracking system (ATS).

An applicant tracking system is like an interactive roadmap for your candidates. It takes them from the resume screen to the offer letter. A good ATS will give you details about your candidate, show you where they're at, and help you move through the hiring process.

Some applicant tracking systems are good, some are bad. Some have the features you need, some don't. This guide will familiarize you with what an ATS should be able to do and how it can make life easier.

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WHO NEEDS AN ATS?

YOU DO IF:

You are **consistently** looking for people to hire.

You hire **more than a few** people per year.

You still use **spreadsheets** to keep track of job candidates and employees.

You like **saving time**.

Your company is **growing**.

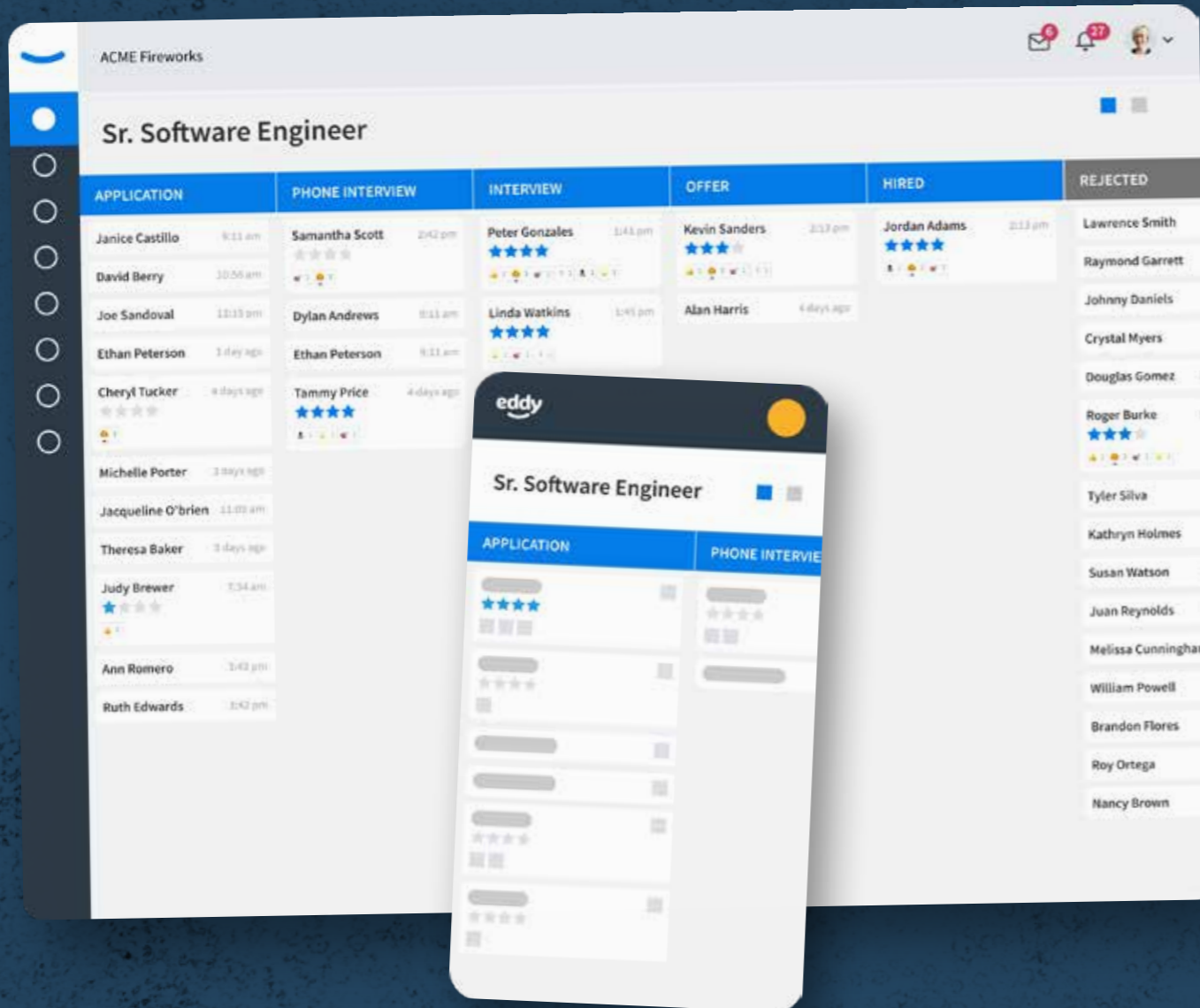
You use **multiple apps** to get through the hiring process.

Your hiring process is slow so you **lose good** applicants.



**NOW THAT YOU
KNOW IF YOU NEED
AN ATS, HERE'S
WHAT YOU SHOULD
EXPECT OUT OF THE
ONE YOU CHOOSE.**

USABLE PLATFORM

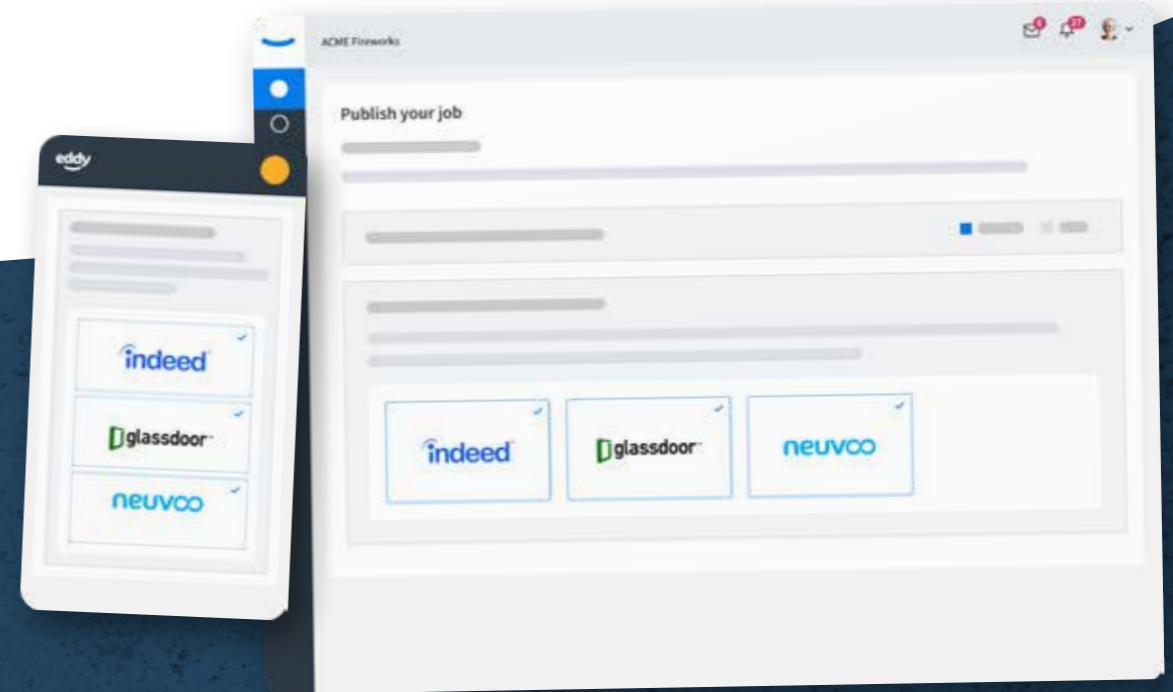


Why did you buy an *ATS*? To save hassle. If yours is only adding to the headache that you were trying to relieve because it's hard to use, you got the wrong one. Find an *ATS* that requires little or no training. You should be able to jump in after a short demo and start using it proficiently.

Add to that convenience by making sure you get an *ATS* that is mobile friendly. That way, it doesn't matter where you are. You can work with no added difficulty.

JOB CREATION

Creating a job is obviously the first step in the hiring process, and it needs to be done well. Your applicant tracking system should help you create a prime job listing and help you make it seen.



IT'S TECHNICAL

Creating an effective job listing is surprisingly technical. It should be thorough, but not too long. Your description of the job should be challenging and motivational to your ideal candidate, but not overwhelming.

Your applicant tracking system should help you with this. Use their tips to build your job posting in a way that will stand out to ideal job hunters.

INDEED INDEXING

A good ATS should have a very simple goal—to take as much off your plate as possible through automation. One important way they can do this is by posting your open job to popular job sites like Indeed.

Indeed has 200 million unique monthly users and 72 million company ratings and reviews. You have a much better chance of finding good applicants if you can reach that many job hunters.

CAREERS PAGE

Having a careers page is not only convenient for job hunters, it's a sign of an established company. It's rarely a bad thing in business to look bigger than you are, so increase your credibility by building a careers page on your ATS and embedding it into your site. Sounds complicated? Well, if you have a good ATS, it shouldn't be.

CANDIDATE PROFILES

There are an average of 250 applicants for every corporate job opening. Plain and simple, nobody can remember all those people. Your ATS should do that for you by giving enough info in a snapshot to make decisions.

Candidates start their own profile when they apply for a job. All you need to do is add notes and thoughts as they come.

Collaboration is key in hiring, so your ATS should be collaborative. All members of the hiring team should be able to edit profiles and make notes about candidates.

The screenshot displays a candidate profile for Carol Barnes. At the top, there is a header with the candidate's initials 'CB', name 'Carol Barnes', and a '1ST INTERVIEW' status (since Mar 6). A rating of 3.67 stars from 3 ratings is shown, along with three icons representing different feedback types. Action buttons for 'Reject...' and 'Advance' are visible in the top right. Below the header, there are tabs for 'CANDIDATE INFO' and 'MESSAGES'. A comment box with the placeholder 'Add a comment...' is present. An 'Interview Guide' dropdown menu is also visible. The 'Activity' section shows a message from Matt Winder (@AnnMarieCrandall) dated Jul 29, 10:39 am, stating: 'Can you meet with Carol after me today? I am flying out today and I feel like Carol will be a good fit.' On the right side, there is a 'YOUR RATING' section with a 4-star rating, and a list of documents including 'Résumé', 'Application', and 'Add a document'. Below this, it shows 'Added Manually' by Matt Winder on Jul 29, 2015, with contact information: 'matt+34443@eddy.com', '77 Main Street, Toledo, OH, United States', and a salary of '\$58,000'.

CANDIDATE MANAGEMENT PIPELINE

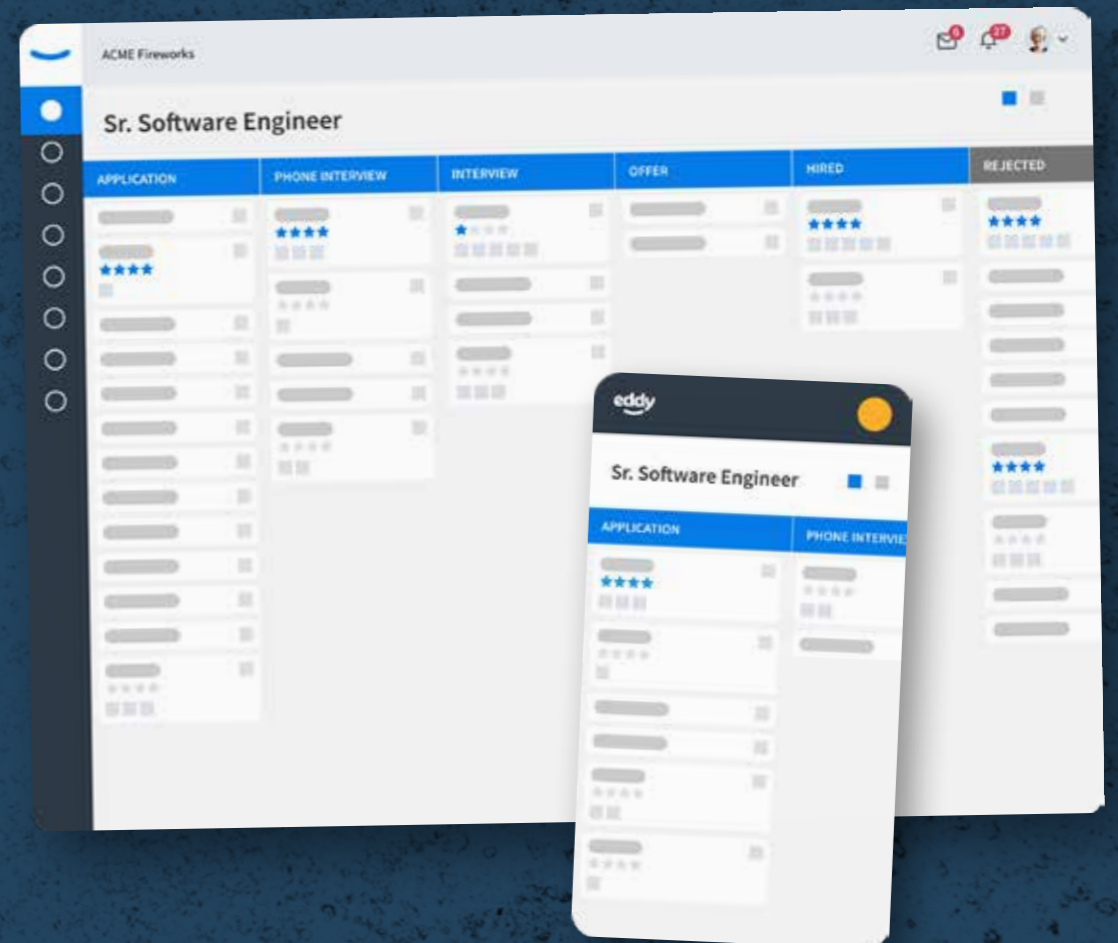
The words “applicant tracking system” are pretty self explanatory. It’s a piece of software that helps you move applicants from the resume screen to onboarding. To make this easy, your ATS needs an applicant pipeline. You should be able to manually place candidate profiles from one stage in the hiring process to the next.

Every company has their own hiring process, so the pipeline experience should be **completely customizable** to fit your needs.

An added benefit would be Automated Candidate Messaging. Hundreds of emails can be sent in the process of filling one position. It would be easy to drop that ball, but your ATS can help.

As you move candidates down the pipeline, messages to prompt interview scheduling, or even offer letters can be automatically sent.

By staying on top of communication with candidates, you’re much more likely to keep the good ones.



INTERVIEW BEST PRACTICES

The job interview was born in 1921 when Thomas Edison first evaluated candidates' intelligence before hiring them. He asked questions like, "What is the name of a famous violin maker?" "What country consumed the most tea before the war?" And, "Name three powerful poisons."

Edison was a genius. I'm in no place to criticise his methods, and I'm sure these bits of knowledge were completely applicable to him. But unless you're trying to re-invent the lightbulb I'd take a slightly different approach.

Probably every candidate at every job interview since the days of Edison has put up a facade. That's fine, we expect candidates to try to show themselves in their best light, but to make well-informed hiring decisions, we need to see through that facade. To break the facade, get the most out of your interview, and not break the law, there are some things you need to do that your ATS should help you out with:

PREPARE FOR THE INTERVIEW.

Go into the interview ready to make the most of it.

ASK GOOD QUESTIONS.

They're the basis of the interview. Do it right and you'll reap the rewards.

APPLY GOOD TECHNIQUES.

There are little things you can implement as you conduct the interview to help you really get to know your candidate.

STAY LEGAL.

Things to do or not do in order to stay within the law.

LEAVE A GOOD IMPRESSION.

There are lots of ways to do it, but doing it right is important.

CORE HR FUNCTIONS

I know that the primary responsibility of an ATS ends when the offer letter is signed, but the ability to consolidate your core HR needs into one program is extremely useful. Here are some features that help you do that.

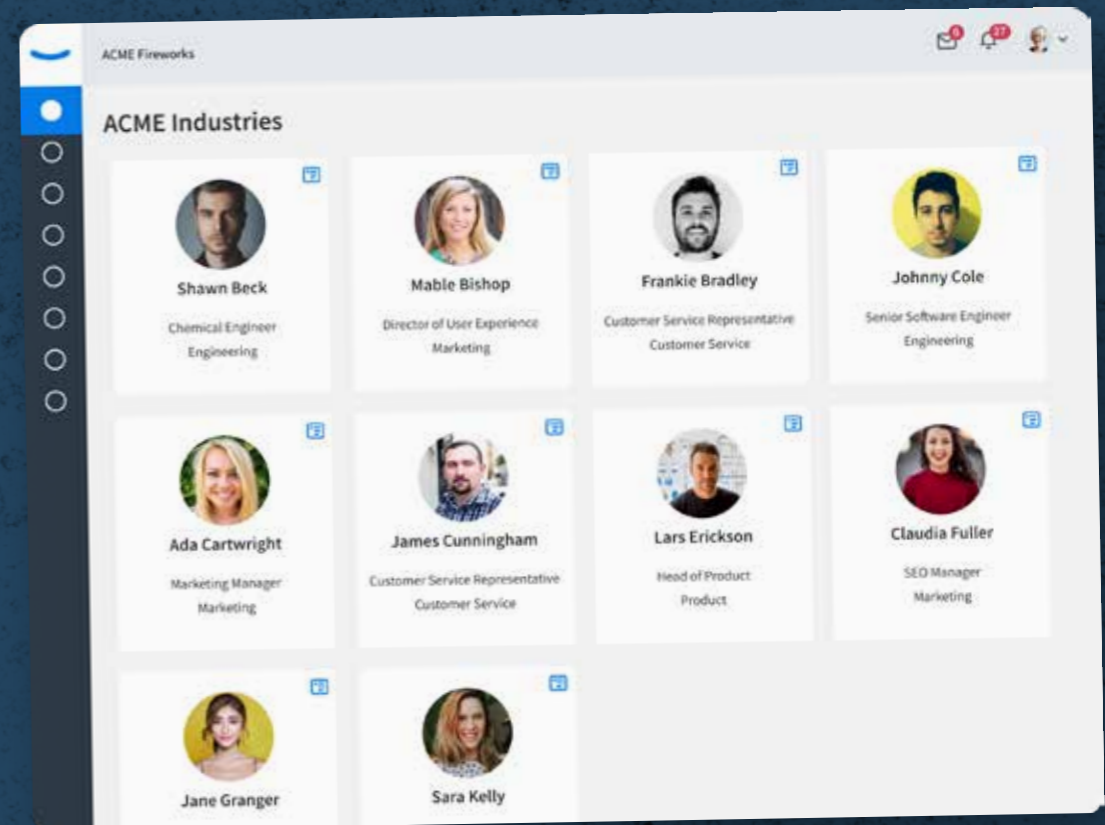
Company directory: Let your candidate profiles become employee profiles. Keep track of all their information in one accessible, searchable database.

Digital signatures: Save a tree and sign digitally. It's just easier.

Document storage: Store company and employee documents in one place. Role-based permissions can let everyone see what everyone should see, and only a few people see what's more sensitive.

Security: Employee information can be very sensitive. It has to be secure. Don't buy an ATS unless it can meet this criteria.

Notes: There's no substitute for the flexibility of a simple notes feature. Use it to create a record of employment history and other employee-specific information.



**“GREAT VISION
WITHOUT GREAT
PEOPLE IS
IRRELEVANT.”**

JIM COLLINS



**USE A GREAT ATS SYSTEM LIKE EDDYHR
TO HIRE THOSE GREAT PEOPLE.**