The Next Generation Of Applicant Tracking Systems

A step by step guide to making sure you choose
the right 2nd generation ATS for your team.

Vacancy Filler
Recruitment Software

1 Next generation

Recruitment technology isn't what it used to be. A new generation of ATS's (Applicant Tracking Systems) are giving recruiters the power to do far more than just track their candidates, they're automating and branding the entire recruitment cycle.

From job adverts and candidate applications, right through to offers and onboarding they are making the recruitment journey easier for recruiters and more enjoyable and engaging for candidates.

Some of the key areas that put new generation ATS' ahead of the competition are.

Automation
New generation of ATS' allow you to create automated workflows throughout your recruitment process. Eliminating repetitive and high-volume tasks such as reports, analytics, skills based testing, Situational Judgement Tests as well as DBS and Reference checks.

Careers Sites
Leading ATS providers have in-house web developers that can design careers pages as part of their product offering. This allows your job ads to be automatically posted to your careers site and to be SEO optimised.

Remote Recruitment
ATS providers have inbuilt Video Screening, so nothing is holding you back from sourcing your next hire. Furthermore, because it's inbuilt, you don't have to pay anything extra, it's all included.

Inbuilt Onboarding & Inductions
The best recruiters know that recruitment extends beyond a candidate accepting an offer and so do the best ATS providers. They provide digital Onboarding and Induction capabilities via a branded app to create the best candidate experience possible.

REPORT
ATTRACT
Recruitment Cycle
ONBOARD
RECRUIT

2 ATS essentials

We believe that the next generation ATS's should have their key functions inbuilt with the system, rather than relying on third-party providers. If an ATS doesn't include the following, the user will encounter problems sooner or later.

Core functional components include:

- Sourcing
- Engagement
- Self Service Interview Scheduling
- Assessment (including Video Screening)
- Reference and Background checks
- Onboarding & Induction
- Reporting & Analytics

Core non-functional components include:

- Integration
- GDPR compliance
- Multi Branding
- Automation
- Unlimited user and candidate support

If your current ATS is falling short on its core functions and services, it will do more than just impact your recruiters' efficiency – it will deter the top talent from seeing their journey through.

89%	**55%**	**250**
Companies lose as many as 89% of potential candidates due to prolonged screening process. (Source: Zety, 2019)	of the candidates believe it should take between one to two weeks from the first interview to being offered the job, while it really takes on average 38 days. (Source: Zety,2019)	On average job openings attract 250 resumes. (Glassdoor, HR and Recruiting Stats)

3 ATS selection

You now know what's available in the market, but you don't know which ATS is the best for your recruitment needs, and that's okay, they will be different for every company.

We suggest using the steps below, you may find that the provider you're currently with satisfies all your recruitment needs. Or, you may realise that as your business has grown and your needs have changed the ATS provider you're using hasn't developed their software to keep up with the modern recruiter.

Step 1: Evaluate your current ATS
A great place to start is evaluating your current ATS, so you have a clear understanding of the key issues you want to fix within your recruitment process.

Step 2: Analyse and test software
This guide will outline the key questions you need to ask at every stage of your evaluation process. Use it as a checklist, both to evaluate your current software and to match your unique recruitment needs with any software you choose to analyse and test.

Step 3: Assess
Once you have a list of providers who best your needs, it's time to see their ATS and other offerings in action. Book a demo with them, ask for case studies, look at other careers sites they've built and even ask for a mockup of what your new careers site would look like.

72.8%
of employers are having a difficult time finding skilled candidates and 45% of employers are concerned about finding employees with the necessary talents.
(Source: LinkedIn)

91%
of tech companies invested in sourcing tools and technology in 2018 alone.
(Source: Entelo 2018 Recruiting Trends Report)

78%
of employers who use an ATS said that recruitment technology makes finding great talent easier than ever.
(Source: CareerBuilder)

4 ATS guide

For ease of use this guide has been split into the 4 sections of the recruitment cycle which include checklists of the functions and features that make a comprehensive ATS.

- Attract
- Recruit
- Onboard
- Report

If you think we've missed any features or functions from our checklists please email us with your feedback on marketing@vacancyfiller.com

5 Attract

Attracting candidates is the first mountain recruiters have to climb, an ATS should provide you with the tools you need to start your ascent.

• Careers Site
• Talent Pool
• Candidate Experience
• Applicant Gateway
• Branded Communications

Your careers site is the window into your company's values, culture and people. It's the first place a candidate will visit to have a sneak-peek into their potential workplace.

If your current ATS limits your ability to showcase your brand through your careers page or careers site, you are missing a crucial opportunity to connect with your talent and gain a competitive edge against your competition.

Furthermore, you need to make sure your ATS has an affiliation with job boards and social media sites, so you can get maximum exposure for your campaigns. Ideally, you want them to have a strategic partnership with them so that you can have access to advertising credits at a reduced rate.

5 Attract checklist

Use this checklist to evaluate your current software's features and to match your unique recruitment requirements with any software you want to analyse and test.

Attract	Current Software		Required	
	Yes	No	Yes	No
Multi Job posting to subscription or free job boards (Indeed, Gov.uk, Adzuna, UK School jobs, Google Jobs)				
Design and build a branded Careers Site with the ability to display company brand, culture, vision and people				
A dedicated URL that isn't attached to an ATS provider				
Access to a CMS that can enable you to create, edit, organise and publish digital content on your Career site				
Branded Application Forms which you can tailor to capture candidate data at the application starting point				
Ability to show featured vacancies on your Careers Site				
Filter jobs by the choice Job Category/Industry, Job type, Job time and by Location				
Upload additional documents to all vacancies e.g. job description				
Multi-lingual vacancy listing facility				
Ability to attach rich media content e.g. videos and images when creating Job Adverts				
Vacancies can be shared and applications received from social media channels				
Candidates can 'Register Their Interest' to join your Talent Pool on your careers site or sign up for alerts				
Create your own Application Forms through a form builder (self-service)				
Inbuilt automated job advert posting to your careers site and social media pages				
A mobile-First environment where Candidates can search, find, apply and manage their applications on smartphones, tablets, laptops & desktops				
Build separate candidate journey's for different roles and groups e.g. permanent employees and contractors, graduates, etc.				
Auto-saving application forms allowing candidates to complete the form on various devices				
Rapid Candidate application process with using CV Parsing technology				

5 Attract checklist cont.

Use this checklist to evaluate your current software's features and to match your unique recruitment requirements with any software you want to analyse and test.

Attract	Current Software		Required	
	Yes	No	Yes	No
Provide candidate support throughout the entire recruitment process				
Multiple options to show GDPR message at an application starting point				
Ability to search LinkedIn or other CV databases within the platform and import candidates straight into the ATS				
Apply with Indeed from the careers page				
Candidate Portal to review, update applications and amend/reject GDPR requirements				

6 Recruit

You aspire to give your candidates the best possible experience, so why not your recruiters and hiring team too? The ability of your teams to work efficiently and collaboratively throughout your recruitment process is the difference between successfully achieving your hiring goals, or simply treading water in a competitive, candidate-driven market.

All stakeholders, such as hiring managers, executives and board members, need an easy-to-use system that helps them gather insights and become fully immersed in the recruitment process.

To be able to create a flexible recruitment workflow a next generation ATS needs the following features:

• Request To Recruit
• Advert Creation
• Job Posting/Advertising
• Agency Portal
• Assess and Shortlist
• Hiring

72.8%
of employers are having a difficult time finding skilled candidates.
(Source: LinkedIn)

90%
of hires state an efficient interview process as the biggest influence in their overall opinion of a company.
(Source: Clutch 2018)

50%
of recruiters have problems with their hiring process.
(Source: Recruiter Nation Study 2018)

6 Recruit checklist

Use this checklist to evaluate your current software's features and to match your unique recruitment requirements with any software you want to analyse and test.

Recruit	Current Software		Required	
	Yes	No	Yes	No
An automated requisition approval process				
Automatically convert Request To Recruit to an Advert				
Auto-populate Candidate's CV and/or customised application form into a data repository for easy access, comparison, retrieval and list generation				
Bulk Importing CVs				
Auto-filtering for quick Shortlisting by searching and matching pre-selected keywords from candidate application forms				
Group Role Manager can control user/group access rights				
Agency/PSL portal to post new jobs and retrieve and manage partner candidates				
Detect Duplicate Candidates based on name, email and CV data (from candidates and via Agency/PSL Portal)				
Advanced Candidate filtering to search on criteria such as skills and experience				
Killer Questions/Skills Based Testing/Situational Judgement Testing				
Automated alerts e.g. notifying hiring managers of deadlines				
Committee based Screening – Collaborative shortlisting				
Individual or bulk Shortlisting of Candidate's (including distance from job location)				
Prioritised shortlisting – Automate Stage/Rank based on certain criteria and auto-send to Hiring Managers				
Confidential & Blind Shortlisting				
Candidate self-service interview scheduler				
Access to systemised role-specific Dynamic Checklist to assess the suitability of the candidates				
Multi-branding features for different candidate experiences				

6 Recruit checklist cont.

Use this checklist to evaluate your current software's features and to match your unique recruitment requirements with any software you want to analyse and test.

Recruit	Current Software		Required	
	Yes	No	Yes	No
Employment gap analysis by automatically checking candidate applications				
Centrally or locally Manage recruiting requirements and corporate compliance e.g. diversity & equality				
Automatically invite candidates to interview with customized email templates				
Branded Communications with candidates at every stage of the recruitment process using automated workflows				
Customisable Internal and External Communication Templates (company and group branded).				
Video screening inbuilt into your ATS				
Hiring Managers have easy access to view Video Interviews				
Watch, replay and share video feedback directly in your ATS				
Automatically notify hiring managers that a new video needs to be reviewed and actioned				
Automatically move unsuccessful video screened candidates into your talent pool				
Can set, track and access interviews with reminders, notifications, and automated emails and SMS with an element of self Service from candidates.				

7 Onboard

An employees first impressions count just as much as the employers. If an organisation doesn't properly welcome a candidate, a new hire could feel isolated and unsure about what to do, leaving them feeling frustrated.

This presents HR teams with a challenge and ATS providers with an opportunity to help. The best ATS providers enable digital onboarding as well as induction capabilities via a branded apps to create the best candidate experience possible - but does your ATS include the ability to induct new starters and if so, does it provide you with all the features you need?

It's essential for today's recruiters to digitally complete your new starter information in a secure and confidential environment so you can increase the number of new hires you can onboard at any one time.

" We offered a position to a candidate on Friday and he started the following Monday.
That simply wasn't possible before Digital Onboarding. **"**
- Loraine Thomas HR Manager, Stonbury

50%
of workers in Britain have had
a bad first day at a new job.
(Source: Vacancy Filler)

36%
of women and 29% of men say
flexible work arrangements are 'very
important' when considering a job.
(Source: LinkedIn)

72%
of talent professionals say workplace
flexibility is important for recruiting.
(Source: LinkedIn)

7 Onboard checklist

Use this checklist to evaluate your current software's features and to match your unique recruitment requirements with any software you want to analyse and test.

Onboard	Current Software		Required	
	Yes	No	Yes	No
Manage all your documentation in one place, e.g. offer letters and contracts				
Digital offer acceptance and contract signing				
Onboarding Forms that Auto-populate New starter information directly into the ATS				
Transfer candidate data to HCM/Payroll systems via an API				
Automatic DBS Checking				
Automated Hiring Manager's induction checklist and tasks				
Pre-Joining On-boarding (Compliance, Training and Orientation etc)				
Access to Employee app to keep recruits fully immersed in your workplace				
Employer Social newsfeed to get your new hires communicating with teams before starting				
Digital library for new hires to review corporate policies, documents and media				
In-app new starter communications using in-app messaging/SMS/push notifications				

8 Report

The only way to find out what's working (and, more importantly, what isn't) within your hiring process is to continually measure and analyse your performance.

That's why dashboard, reporting and analytics are playing a bigger part than ever within recruitment cycles – allowing for your company to understand the value of your recruiting, set KPI's, calculate time to hire and cost to hire, as well as meet wider strategic goals.

More importantly – smart, visual data reports will allow you to demonstrate a healthy return on your investments.

17%
of recruiters don't know
(and don't track) what their
average cost per hire is.
(Source: Yello)

37.2%
of companies report having
diversity hiring goals.
(Source: Allegis Group)

67%
of candidates want to join
a diverse team of different
ethnicities and ages.
(Glassdoor, HR and Recruiting Stats
for 2019)

8 Report checklist

Use this checklist to evaluate your current software's features and to match your unique recruitment requirements with any software you want to analyse and test.

Report	Current Software		Required	
	Yes	No	Yes	No
Create and automate weekly, monthly and quarterly analytics and reports				
Real-time visibility of campaigns, candidate funnels, new hires, job offers and total positions filled				
Customisable strategic and operational dashboards				
Performance analytics of all candidate sources, e.g. careers page, talent pool, job boards, agencies, etc				
Real-time visibility of advertising spend, source effectiveness, time to hire and productivity				
BI Analysis of sourcing channels				
Equality & Diversity reports				
Real-time visibility of campaign performance				
Review your agency/PSL by campaigns (cost/performance) and set KPIs				
Report on interview and exit interview metrics				
Gain insight into your talent pool demographics				
Measure cost savings by reporting on duplicate candidates				

9 Non-functional

Smart software is vital in identifying, hiring and onboarding talent, to help you achieve sustained business growth. But if your ATS technology fails to integrate with your third-party systems, such as your HCM, the addition of new technology could end up being a hindrance, more than a blessing.

Integration between your ATS, HCM and other important systems is critical to ensure your recruitment process and data capture/transition is as seamless as possible.

Don't forget, every ATS should have a direct feed to your careers page (or site), social media sites and work alongside assisted technologies.

In essence, your next generation ATS should have a platform architecture that is both robust, resilient and agile (very technical but very important).

9 Non-functional checklist

Use this checklist to evaluate your current software's features and to match your unique recruitment requirements with any software you want to analyse and test.

Non-functional	Current Software		Required	
	Yes	No	Yes	No
Schedule automated workflows for the entire candidate journey and recruitment process				
Ability to automate any internal notifications and alerts				
Customise workflows centrally for Group Companies				
Direct link from ATS platform to the careers page				
Integration with most job boards for direct posting				
API links to your HRIS/HCM/Payroll				
Platform agility to connect to third-party suppliers such as Background checks and Psychometric testing				
Integration with major social sites				
Create Multi-company or Group branded templates, documents and forms				

10 Compliance

Your data safety and security should be paramount to any software decision you make. A data breach of any description could lead to poor reputation, lending to reduced candidate buy-in and more importantly, a significant financial risk.

It's important to ensure your ATS provider has the accreditations to protect your data securely, and that they align with your company's data strategy.

However, your provider must have a resilient platform - that can automatically scale up if there is a surge of users - you don't want any downtime! So make sure you ask for performance statistics from every prefered provider as they should use software to measure and monitor this.

Finally, it's never been so important to ensure your supplier has a business continuity and disaster recovery plan in place so don't forget to ask to view it.

22,181
Reported GDRP data
breaches in the UK.
(Source: DLA Piper Survey 2020)

71%
of organistions reported
a data breach last year.
(Source: Mcann Fitzgerald/Mazars
survey 2020)

8%
of organisations are fully
compliant with GDPR.
(Source: Mcann Fitzgerald/Mazars
survey 2020)

10 Compliance checklist

Use this checklist to evaluate your current software's features and to match your unique recruitment requirements with any software you want to analyse and test.

Compliance	Current Software		Required	
	Yes	No	Yes	No
Centralised secure data storage in the EU				
You have full control and management of your data				
Business continuity and disaster recovery plan				
Single sign-on/multi-factor authentication				
Applicant gateway for candidates to control their information				
Multi-device login ability				
Accessible by all web browsers (Chrome, Firefox, etc)				
GDPR compliant based on the retention period				

11 Provider

The impressive features and functionalities that your software provider offer are key to choosing a provider that suits your business. But ensuring their company is reputable, trustworthy and qualified is equally important.

It's time to carry out an in-depth review of your provider, which covers finance, investors, implementation model, timescales, customers, references – not to mention SLA's, contracts, support and account management.

- Project Scope
- Implementation
- Go Live
- Account Management
- Ongoing Support
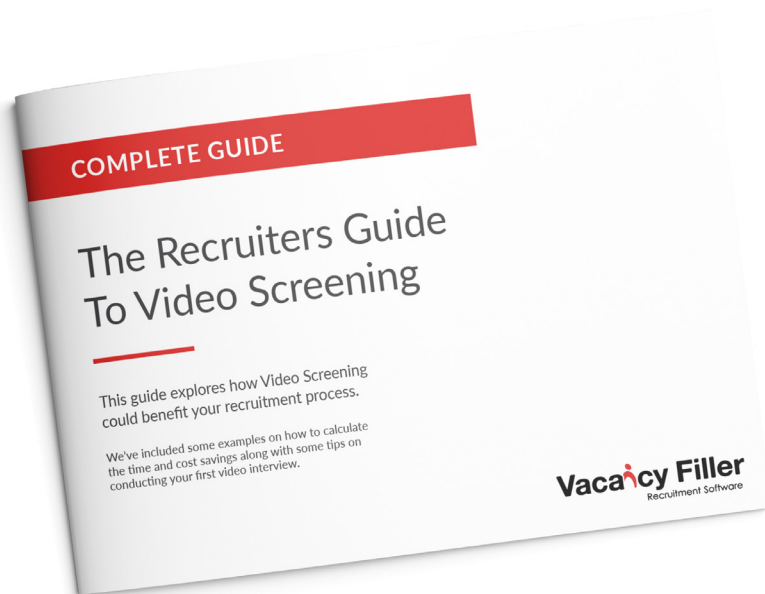- Value Add

11 Provider checklist

Use this checklist to evaluate your current software's features and to match your unique recruitment requirements with any software you want to analyse and test.

Provider
How long have they been in business?
How many customers do they have?
What information can they share about their financial viability?
Can they provide any validated data on customer satisfaction?
Are you able to review their implementation timelines and do they use project management software to communicate?
How is product training facilitated (on-site or off-site), managed and is it chargeable?
What do their customer communication and education programmes look like?
Does the provider have a customer online community and provide an in system knowledge base?
Do they organise Customer Forums regularly?
Do they have product roadmap with beta testing programmes available to all customers?
How are product news and release updates shared with customers?
Do they provide telephone, email and live chat support to candidates and all users at no extra charge?
Is their offering all-inclusive e.g. unlimited users, emails, SMS and video screening? If not, which elements are chargeable?
Will you have a dedicated account manager?

Thank you

Thank you for taking the time to read our guide, we hope you found it useful. If you think we've missed any features or functions from our checklists please email us with your feedback on marketing@vacancyfiller.com

If you would like to talk to our consultants about anything in this guide or Applicant Tracking Systems please get in touch.

COMPLETE GUIDE

The Recruiters Guide
To Video Screening

This guide explores how Video Screening
could benefit your recruitment process.

We've included some examples on how to calculate
the time and cost savings along with some tips on
conducting your first video interview.

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The recruiters guide to video screening
We have created a range of guides designed to help anyone in the market for recruitment software.

If you liked this guide then you may also find "The recruiters guide to video screening" useful.

Please email marketing@vacancyfiller.com if you would like a copy and feel free to ask about our other guides.