Why You Should Invest in an
Applicant Tracking System (ATS)

Whitepaper

zenATS

Applicant Tracking System ATS

Your ideal candidate journey starts here

ZenATS helps you design a winning recruitment funnel allowing you to get each step right.

Get Started   Request Demo

Features   العربية   Log in   Get Started

Recruitment is a constantly evolving and changing industry. Over the years, trends such as candidate experience and employer branding have become more prominent and completely changed how companies, regardless of size, attract and hire talent. One of the most significant changes has been the rise of recruitment technology for talent acquisition. With that said, companies around the globe have begun investing in applicant tracking systems (ATS).

Recruiting and hiring the right candidates can take any business to the next level. This is the reason why many companies are investing a tremendous amount of effort, time, and money into recruiting.
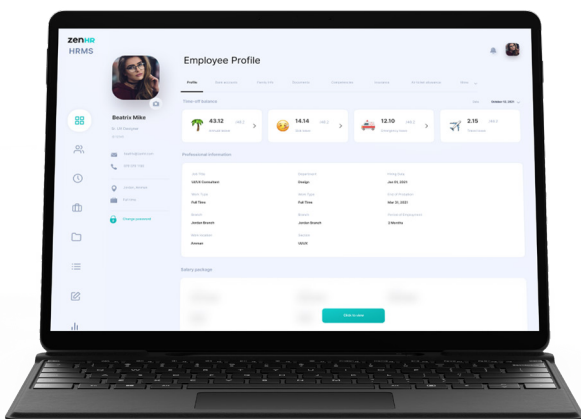
An applicant tracking software allows an organization to collect and store candidate and job-related data and track and monitor the process of candidates through all stages of the hiring process. Providing an automated way for HR professionals to simplify and fasten the entire recruiting process, from receiving applications to hiring employees.

What is an Applicant Tracking System?

An applicant tracking system, commonly referred to as an ATS, is a software application that enables the electronic handling of a company's recruitment needs. As a software designed to automate, streamline and improve hiring processes, an applicant tracking system offers a wide range of solutions for different hiring challenges, from sourcing to testing and selecting the best candidates.

An applicant tracking software allows an organization to collect and store candidate and job-related data and track and monitor the process of candidates through all stages of the hiring process. Providing an automated way for HR professionals to simplify and fasten the entire recruiting process, from receiving applications to hiring employees.

Why Invest in an ATS?

Applicant tracking systems provide many benefits to recruiting teams and entire organizations. Here are a few of the major reasons why many businesses today are finding it in their best interests to invest in ATS software.

Increase Volume of Applicants

Acquiring resumes and trying to find the right people for open positions can be very difficult, especially when sourcing from the wrong places. Sourcing can be a challenging process, and sourcing in the wrong places can make recruiting the right candidates seem impossible. Every recruiter has struggled with finding candidates for roles as sometimes applications slowly trickle in.

On the other hand, Applicant tracking systems make it fast and easy to post position openings to multiple job boards, careers pages, and social platforms directly. This will help significantly in increasing the volume of applicants you receive as an ATS, making it easier for you to target active and passive job seekers.

Enhance Candidate Experience & Employer Brand

Today's job market has become very candidate-centric, meaning that candidate experience is undeniably a vital part of the recruitment process. It has become essential for businesses to deliver a more modern, more organized, and more engaging recruitment process, which will not only add value to a company but also to applicants as well. Candidate experience matters because it reflects both the employer and company brand.

Using an ATS in your recruitment process also helps you to strengthen your employer branding during the candidate journey through job posts, application forms, career pages, email communication, and more. The rise of social sharing has made it easier than ever for candidates to share their experiences, both good and bad. **59% of candidates say they would likely tell others not to apply to a company after having a poor candidate experience**. Having the tools and software to offer the best candidate experience is critical to business success.

Increase Productivity Levels

Recruiting is time-consuming and challenging, especially in the modern-day job market. With attracting consumer-minded candidates becoming more difficult, it's extremely important for recruiting teams to maintain productivity. Recruiters who have to manually enter data spend a lot of their workday performing tedious tasks, which can lead to a longer time-to-fill and less return on investment for the organization.

Companies with an ATS are 40% more productive than those without one. The primary function of an ATS is to take many administrative tasks away from recruiters, freeing them up to spend it finding and hiring top talent. Not to mention that **an ATS can filter out around 75% of applicants in the first stage of the hiring process**. All this extra time allows recruiters and talent acquisition teams to focus on finding the right talent.

Boost Efficiency

An ATS enables you to easily manage and track applicants as they come and keep data organized and accessible to all your team members to review. It allows you to search talent pools for candidates by various categories, including location, skills, or education. The ATS software uses keywords and semantic search technology to also help you filter out resumes and track the resumes of those best suited for the position.

Moreover, an ATS can also standardize not only all the candidates' data but also the recruitment process itself, which allows recruiters to optimize the recruitment cycle, find the best candidates, and make the right hiring decision faster and easier than before.

Easy Collaboration

Applicant tracking systems offers seamless collaboration between different departments of the company. If you are using software that can only perform a part of the hiring process, the recruiter manually following up with others during this process can be a very time-consuming task. A good ATS can bring together recruiters, hiring managers, and decision-makers to enable them to collaborate seamlessly.

An ATS promotes collaborative hiring through commenting and sharing features that allow recruiters and others to give their feedback to the team about candidates directly on the ATS at any stage a candidate may be in. This not only positively impacts the individual by delivering an efficient candidate experience but also impacts team productivity and improves the decision-making process.

Benefits of an Applicant Tracking System

Applicant tracking systems have endless benefits, and the major ones are demonstrated by an ATS's ability to improve three of the most significant hiring metrics: time-to-hire, cost-per-hire, and quality-of-hire.

Shorter Time-to-Hire

One of the most important metrics for recruitment is time-to-hire, which is the total time spent filling an open job position. Time-to-hire calculation involves different activities, including creating a job posting, job posting promotion, sourcing, interviewing, and finally, hiring candidates. This key recruitment metric shows the efficiency of the recruitment process and provides insight into the difficulty of filling a certain job position.

How does an ATS improve time-to-hire?
With an Applicant Tracking System, tasks that previously required hours of work can now be completed very quickly and easily, or sometimes even done automatically. Some of these tasks include resume parsing, disqualifications of

non-qualified applicants, interview scheduling, and email automation. An ATS also helps you save time by building talent pools, which can be used to find perfect candidates for your future roles and job openings.

Lower Cost-per-Hire

The second most important recruitment metric is cost-per-hire, which is the total amount of monetary investment needed to recruit new employees. Cost-per-hire is calculated based on different variables, which may include recruiter salaries, employee referral bonuses, job advertising costs, travel and relocation costs, etc. This recruitment metric shows the cost-effectiveness of the recruitment process and helps in allocating your hiring budget based on insights about the most and least expensive job positions.

How does an ATS improve cost-per-hire?
Time is money, so an ATS saves money simply by saving your precious time. With many administrative recruiting tasks being automated, you need less human hours to fill a position, which makes your hiring strategy more productive and cost-efficient. In addition, having insights into which source of hire is bringing you the best new hires can help you eliminate unnecessary expenses. For instance, if you discover that referred candidates are your best new hires, there is no need to spend extra amounts of money on job boards.
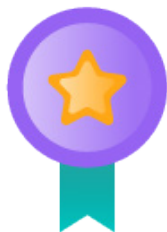
Better Quality-of-Hire

Another crucial recruitment metric is the quality of hire, which is the total value that new employees bring to a company with their performance. Quality of hire is calculated based on different variables, including performance reviews, ramp-up time, turnover and retention rates, hiring manager satisfaction, etc. This recruitment metric shows the effectiveness of the recruitment process and measures your assessment accuracy.

How does an ATS improve quality-of-hire?
According to research, high-quality candidates don't stay available on the job market for long. By speeding up your recruitment process, you can get those top candidates before they get snatched up by another company. Sending automated emails which ensure regular and timely communication with your candidates can significantly improve your candidate engagement and candidate experience. Candidates who have a positive candidate experience in your recruiting process will more likely accept your job offer, reapply in the future and refer other high-quality candidates to your company.
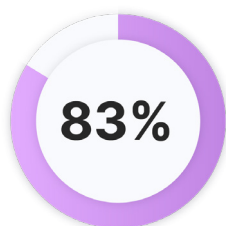
83% Of recruiting professionals say that using an ATS has helped them hire faster
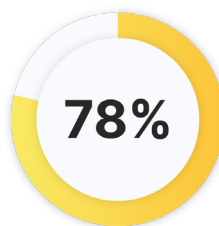
**78%** Of recruiting professionals say that using an ATS has helped them hire faster

What Key Features to Look for in an Applicant Tracking System?

With so many different Applicant Tracking Systems on the market today, each with its own set of features, knowing which features to look for is a challenge. To help with this, we break down the key features you need when looking for an applicant tracking system amongst the three stages of recruiting.
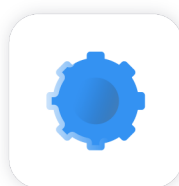
1 Attract and Engage
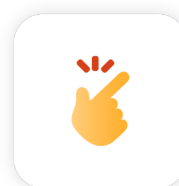
Easy Posting to Job Boards
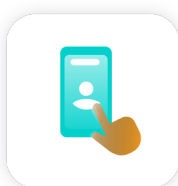
Customizable Career Pages
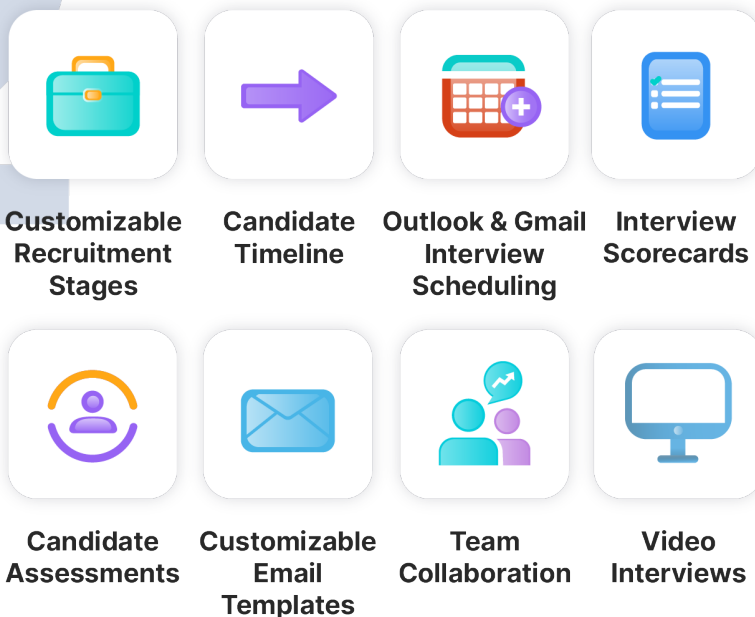
Customizable Job Applications

Employee Referral System

Social Platform Integrations

The foundation of successful recruiting begins with the quality and quantity of your candidates. For this reason, your ATS checklist should start with features that have the functionality to enable you to get your jobs in front of quality candidates, create a great candidate experience, showcase your employer brand that drives them to apply, and makes it easy for you to engage with them.

Select and Interview

Customizable Recruitment Stages	**Candidate Timeline**	**Outlook & Gmail Interview Scheduling**	**Interview Scorecards**
Candidate Assessments	**Customizable Email Templates**	**Team Collaboration**	**Video Interviews**

Getting candidates is the simple part. Once you receive applicants, now come the features to help you communicate with them, manage their interviews, and drive them through your hiring stages, all while keeping your hiring team involved in the process.

Hire and Onboard

Customizable Offer Letters	**Onboarding on HRMS**	**Analytics and Reporting**
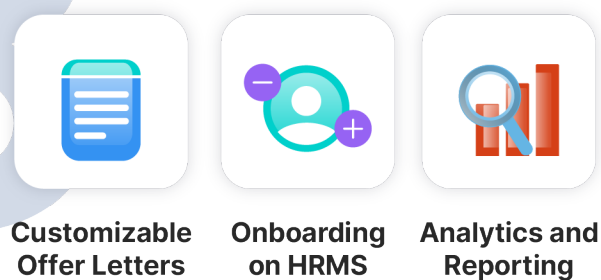
Even with an amazing interview process, if you can't effectively close candidates at the job offer stage and get them onboarded efficiently, all your previous work would've gone to waste. For this reason, select a well-designed applicant tracking system that has the tools to help you create a consistent, efficient approach to hiring candidates and onboarding them through the following features.

zenHR

Technology with the power to transform HR

sales@zenhr.com

KSA +966 55 790 7402

UAE +971 58 816 7685

JOR +962 6 577 7500

Request a Live Demo

zenhr.com