



## Five Common Myths About Applicant Tracking Software

Most organizations are leveraging applicant tracking software (ATS) as part of their overall recruiting and hiring strategy. Those still sitting on the fence may be under some misconceptions that have caused delay in implementing and utilizing an ATS. Discover how the realities of an ATS prove advantageous in getting into the game:

### Myth #1.

**We post positions on our website and collect resumes via email – we are already equipped with an 'online' solution.**

Although this is a great start at capturing candidates visiting your website, there are many more improvements that can be realized!

The real power and savings of an ATS is not in posting positions online – this is only a publicly visible feature of an ATS – and posting jobs online is likely saving you minutes, not hours. The significant savings in utilizing an ATS is in automating the process of attracting, capturing and facilitating candidates through the hiring process (automating career alerts, screening, ranking, emailing,

searching, tracking, reporting, etc.). These tasks are typically where the most time and effort is spent by recruiters and hiring managers, for example preparing acknowledgement emails to candidates, reviewing, logging and sharing candidate and job information, short listing and photocopying resumes for hiring managers review, etc.

Not only does an ATS offer significant time savings in these areas, it equips you with the tools to effortlessly collaborate between multiple locations, recruiters and hiring managers, to leverage a searchable database of resumes, and to access instant, real-time reporting, etc. This allows you to invest your time on the 'value-added' activities, such as conducting candidate interviews to determine the best candidate fit with your organization.



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### Myth #2.

**An ATS doesn't provide a personal touch to each candidate.**

It is ideal to create the impression that you personally handle and review all incoming resumes. This approach is definitely a way to stand out with candidates who sometimes feel that their application gets lost in a black hole. Utilizing an ATS gives you the option of setting up personalized auto-communications acknowledging candidate inquiries, that saves significant time on the part of a recruiter or hiring manager. Candidates are receiving acknowledgement of their employment interest while you continue to reap the benefits of automation in other areas including automated career alerts advising candidates of new employment opportunities with your organization, capturing and qualifying candidates for future consideration, automated screening and ranking of candidates, etc.

### Myth #3.

**Using an ATS won't allow us to receive paper and email resumes, in addition to capturing candidates visiting our website.**

Many ATS users continue to accept paper and email resumes. Standard applicant tracking software will offer the capability of quickly and easily importing paper and electronic resumes not submitted directly through your ATS. As an added bonus, your ATS will generate automated acknowledgement emails to these candidates which include a link to your careers website, encouraging them to view all job opportunities and update their candidate information online.

I often hear our clients express appreciation for having **one central repository** which houses all position and candidate data, rather than trying to manage a variety of resume sources (drop-offs, email, fax, online, etc.) across multiple hiring managers and locations. This ensures resumes don't get lost in the shuffle, encourages collaboration, and when it comes to reporting, one click of a button provides accurate insight and analysis into the source of your best hires and other relevant recruiting statistics and data such as average days-to-fill.



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### Myth #4.

**We don't have the time and resources for an ATS that requires significant HR & IT support from our team.**

Resources are limited and taking on additional projects can be burdensome and disappointing. Most web-based ATS provide you with a solution that requires no software to purchase, install or maintain, no additional servers or computer hardware to purchase, and no IT issues to deal with. An online ATS offers the fastest and most economical option to get up and running, typically within 1 – 2 weeks, requiring less than one hour of time from one human resource person.

### Myth #5.

**Implementing an ATS is an added expense, not a savings!**

Start by examining your needs. Clearly defining your hiring process will allow you to best determine exactly what you need, what features and functionality will save you the most time (and money), and will allow you to benchmark your current hiring costs. With this information, you will be in a

position to calculate how an ATS will provide you with a return on your investment. Understanding what points in the recruiting and hiring process are time consuming and causing time-to-hire delays will help you to decide what features you really need versus what would be nice-to-have. If you aren't sure how to go about this assessment, seek out a vendor that will invest the time to learn about your hiring process, prepare a complimentary return on investment report based on *your organization's* processes, and offers a trial period to help determine if an ATS is for you.

With very minimal investment in an ATS, it is not uncommon for organizations to experience substantial savings – **reducing time-to-hire by an average of 66% and cost per hire by 40%**. Many organizations also **reduce turnover by 10% or more** simply by hiring more effectively upfront using an ATS.

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