

## Functional Features:

Like all types of human resource management software, applicant tracking systems bring numerous benefits to the HR processes at an organization. The switch to an ATS is usually even more noticeable than other digital changes, given that the HR industry is known for being slow to adapt technology. So what exactly do you get by introducing an ATS to your recruitment procedure? Here are the biggest applicant tracking system benefits to know about.

### 1. Higher quality candidates

By different estimates, 75% to 88% of candidates are considered unfit for the position they're applying for. Moreover, an average job opening can attract around 250 applicants. Without an ATS in place, this puts a lot of unnecessary pressure on the recruiter and often leads to questionable hiring decisions. With an applicant tracking system, the recruiter will get a clearer picture of the objectively strongest candidates.

### 2. Lower cost of new hires

The average cost per hire in 2023 in the US is \$4,700, while the cost of filling an executive-level position can go upwards of \$18,000. A significant portion of this cost is the salary of a recruiter who has to manually screen all the dozens or hundreds of incoming resumes, many of which are not relevant to the position. An ATS will

automatically screen the resumes and select the most suitable candidates, saving money for the company.

### **3. Reduced time to hire**

On average, it takes a company [36](#) days to fill a job opening, and time can go up with rare or high-level positions. An applicant tracking system reduces time to hire by automatically screening the resumes and letting the recruiter see only the most qualified candidates. It can also source passive candidates, help build effective communication with a candidate, and offer other features to speed up the hiring process.

### **4. Data-powered decision making**

Human resource management system software as a whole has come a long way from its early days. The complexity and functionality of ATS solutions changes every year. Modern applicant tracking systems, powered by AI and machine learning capabilities, can process large amounts of data and take over many of the typical recruitment duties. The combination of data-backed business insights and high processing power helps make better-informed decisions.

### **5. Stronger employer branding**

Despite the ongoing economic recession, the job market in the US is the strongest it's been in over fifty years. That is why the competition among companies to hire the most qualified candidates is not slowing down. And by streamlining the recruitment process and making it more effective and engaging for the candidates as well as recruiters, companies can create a stronger brand that is more likely to attract the right candidates.

## **6. Foolproof compliance**

When managing multiple vacancies at the same time, or when the company operates in different locations around the world, there is a risk of accidentally not following all the necessary laws and regulations. This can subject the company to a lawsuit and tarnish its reputation. An ATS helps avoid those risks by applying various regulation measures depending on the location, including DEI initiatives, and maintaining the information that can come in handy in a lawsuit.

## **7. Lower chance of error**

HR and recruitment is usually associated with vast amounts of data that needs to be collected, entered, and managed with maximum precision. Unfortunately, doing it all manually is bound to result in human error sooner or later. Needless to say, the reliability of software makes the chance of error significantly lower, which means you can trust an applicant tracking system with the most accurate calculations and insights.

## 8. Improved hiring processes

A well-designed applicant tracking system improves the hiring procedure at every stage. From reducing the amount of paperwork and minimizing the waiting time for the candidate to preventing the situation where the recruiter continues spending time and effort on a job opening that has already been filled — the positive effect of a good ATS will be noticeable in all aspects of running a recruitment operation.

