

**Project name**

JOB APPLICATION AND  
TRACKING SYSTEM

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# How to Choose Your Applicant Tracking System

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## Introduction

An **Applicant Tracking System (ATS)** is a software application specifically designed to automate the recruitment and hiring process. ATS solutions provide hiring managers with the tools they need to intelligently monitor and progress candidates throughout the hiring process.

Of the companies that best recruit and retain top talent, more than 80% either currently deploy, or plan to deploy, an ATS solution in the next year.

Is it time for your organization to invest in an Applicant Tracking System? Regardless of whether you have just begun the evaluation process, or you are well on your way to purchasing an ATS, this guide will equip you with the questions, tools, and resources you need in order to make an informed buying decision.

You will:

- Learn what an Applicant Tracking System can and cannot do.
- Discover key things to consider when evaluating an ATS.
- Understand the differences between ATS pricing models.

... and more.

# 1 – What is an ATS?

The hiring process can be a time-consuming and frustrating experience for employers as well as job seekers.

To streamline the process, many companies have started using applicant tracking systems (ATS).

An ATS is a computer software program that manages the hiring process. It does this by collecting and sorting thousands of resumes.

Hiring managers can then screen candidates using the ATS, as well as track their progress through the hiring process. By digitizing the hiring process in this way, an ATS saves employers

## 2 – How applicant tracking systems work

There are 4 basic steps to how an applicant tracking system works:

1. A job requisition enters into the ATS. This requisition includes information about the position, such as the job title, desired skills, and required experience.
2. The ATS then uses this information to create a profile for the ideal candidate.
3. As applicants submit their resumes, the ATS parses, sorts, and ranks them based on how well they match the profile.
4. Hiring managers then quickly identify the most qualified

What's especially important to understand is that recruiters often filter resumes by searching for key skills and job titles.



***"Recruiters often filter resumes by searching for key skills and job titles."***

For example, if a recruiter is hiring for an Administrative Assistant position and there are 500 resumes, their first step will probably be to search for "Administrative Assistant." This isolates candidates that have done the exact job before.



### **3 – What's the difference between an ATS and a CRM?**

When it comes to recruiting software, there are two main types of systems:

- Applicant Tracking Systems (ATS)
- Candidate Relationship Management (CRM) Systems

Let's quickly look at each system.

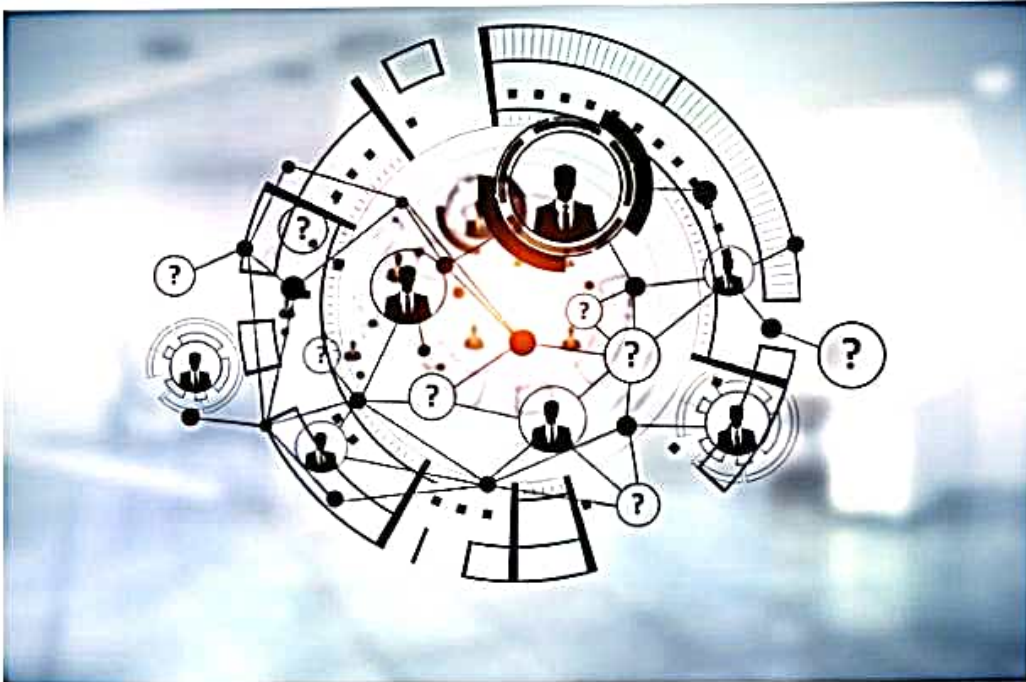
ATS software is typically used during the hiring process, and includes features such as resume parsing, candidate screening, and assessment tools.

## **4 – Key features of an applicant tracking system**

Applicant tracking systems make it easy for people to apply for a position on any device, without having to log in. This means that companies benefit from a larger pool of applicants.

Because there are so many applicants, companies use ATS software to automatically surface and highlight top candidates.

# 4 PROBLEMS WITH YOUR ATS (AND SOLUTIONS!)



An applicant tracking system (ATS) is a type of software platform that electronically handles your recruitment needs. An ATS helps employers save time, stay organized, and acts as a system of record. In a nutshell, they make



type of software platform that electronically handles your recruitment needs. An ATS helps employers save time, stay organized, and acts as a system of record. In a nutshell, they make it easier for recruiters to keep tabs on the recruiting process. Depending on a company's needs, they may have a relatively simple or more complex system in place.

An electronic system is a big step up from paper applications, but for hourly hiring, there is a way to unleash more potential from your ATS. In the race to attract hourly talent and speak to their unique demands, no organization wants to be held back from finding and engaging the right talent. In order to stand above the competition and be successful in talent acquisition, you must identify the problems in your process, and as an obvious next step, fix those problems.



## **Problem: Standard features of your ATS are not designed for your target market.**

In the current recruiting world, salaried workers apply to jobs by going on a computer and uploading their resume, which gets submitted directly into an ATS. However, these ATSs were not designed with the hourly candidate in mind.

Roughly 90% of hourly candidates do not have a resume, so why would your application require one? ATSs often do not allow hourly workers to engage in ways best suited for them, such as applying through text message, searching and applying through Facebook, and offering a bilingual solution. Many require password and login creation. What this leads to is only 20% of hourly candidates completing the application process. Eight out of ten hourly job seekers abandon! Don't accept this as the norm.

## **Problem: Not following up with candidates immediately**

Jobalign has found that 60% of candidates abandon the hiring process AFTER they have applied for a position. For many hourly workers, quickly finding and starting a job is the difference between paying the bills or not and they are applying to many jobs at once. By using a traditional ATS, emails and phone calls are the contact method of choice. If recruiters are using personal cell phones, compliance should be a concern. As they say, time is money, and with a sporadic review and outreach system, it's difficult to connect with candidates.



## **Problem: Receiving low quality candidates**

When it is a struggle to attract a sufficient volume of candidates in the first place, it is especially difficult to attract qualified candidates. If you are recruiting for a position requiring specific qualifications and in a particular location, but don't screen out candidates based on minimum requirements of the job and distance traveled to the location, your recruiters are wasting time reviewing and reaching out to candidates that fundamentally may not be a good fit.

## **Problem: Poor mobile candidate experience**

In addition to an over-complicated application process, traditional ATSs in today's market are often not truly mobile and text friendly. It's no surprise that candidate experience matters, but most companies still use a paper-based or web-based process that takes a lot of time and effort for the candidate.

You may think your application is text friendly, but if the "text application" means your candidates are sent a link to a browser, they cannot apply via text. If you fail to optimize your application for mobile, you are turning candidates away.

How often do you interact with your own application? Take the time to visit an application in the mindset of an entry-level worker. If you find it difficult to navigate and apply from your phone,





# **Key ATS Requirements & Features**

Be on the lookout for these ATS requirements during your search:

## **1. Applicant Tracking**

While applicant tracking is a prerequisite of every ATS software product in the market, there's more to the process than the name suggests.

It's no secret that the hiring process involves juggling recruiting activities, candidates and hiring priorities. If you select the right ATS, you can use automation features to standardize those tasks and systematically progress candidates through applicant pipelines.

When you're evaluating ATS requirements, it's important to consider how expansive you need the support to be.

- AI-based Candidate Hire Prediction
  - Automated Task Assignment
  - Customizable Hiring Pipeline
  - Custom Rejection Reason
  - Hiring Flowchart
  - Key Performance Indicators (KPI) Tracking
  - Recruitment Stage Alert
-

## 2. Candidate Assessment & Evaluation

Recruitment efforts pay off when you hire and retain quality talent. By using means to evaluate candidates on technical knowledge, aptitude and soft skills, you can develop comprehensive candidate profiles.

Use an ATS to screen candidates based on qualifications for the open role. Early identification of certain applicant qualities can help increase job and culture fit.

- **Personality Evaluations:** Ensure that potential employees possess soft skills that align with your organization's culture. Does the ATS provide the option to assess applicants' personality traits and emotional intelligence?
- **Pre-screening Tests:** To save time and effort, can you schedule preliminary tests for candidates before the next round of interviews?

- **Applicant Shortlists:** Assess applicants in a way that expedites and simplifies decision-making. Is the ATS able to screen candidates and develop comparable scorecards?
- **Background Verification:** Is there full integration with reputable background check providers? What about the one that you use?

### 3. Career Websites

A recent study by Appcast revealed that 92% of job seekers abandon the application process. While specific candidates are likely to drop off during the process, a sloppy career page shouldn't be the reason why candidates drop off from the process.

Think about whether or not the system provides an intuitive, user-friendly experience for the candidate. Ensure that the tools you implement provide responsive designs, easy sign-up processes and extensive branding options to create lasting positive impressions.

Headline	MANDATORY	OPTIONAL	OFF
Phone	MANDATORY	OPTIONAL	OFF
Address	MANDATORY	OPTIONAL	OFF
Photo	MANDATORY	OPTIONAL	OFF



## **4. Communications**

Being on the job hunt is already tiring and time-consuming, so you don't want to turn away quality candidates by adding a lengthy application process.

Your ATS also allows better communication with applicants throughout the hiring process. Whether it's after applying or following an interview, many potential hires are left to sit in limbo as they wait, hoping to hear back from their potential employer.

CareerBuilder's recent Candidate Experience Study found that the biggest frustration for 52% of job seekers is a lack of response from employers.

### **3. LITERATURE SURVEY**

#### **3.1 Shakya, Sujana, Web-based Employment Application Processing Support System, Master of Software Engineering, May 2008, (Dr Thomas Gendreau, Dr Kasi Periyasamy)**

It is a powerful online recruitment and application processing support system which is capable of storing and maintaining different types of user accounts, resumes, applications, jobs, and keeping track of the steps in the hiring process. It allows applicants to search for jobs based on different criteria and to post application. In addition, WEAPSS allows the applicant to create online resumes which can be posted for multiple jobs. In the two years, following the first approval for recruitment for a position, WEAPSS allows HR staff to re-initiate the pool search and re-advertise the position for a number of times in case of a vacancy. The focus of WEAPSS is to streamline advertisement, hiring processes, save administrative time, eliminate redundant processes, and accelerate communication with candidates. Throughout each phase of the recruitment process, WEAPSS facilitates a much more streamlined, standardized approach than the existing, paper-based recruitment process. Tasks such as sorting, coding, filing, and routing application materials which were previously performed manually, can now be performed automatically.

#### **3.2 Bazzi, Issam, Richard Schwartz and John Makhoul (1999) An omnifont open-vocabulary OCR system for English and Arabic. Pattern Analysis and Machine Intelligence 21 495-504**

The early experimental OCR systems were often rule-based by the '80s these have been completely replaced by systems which are based on statistical pattern recognition. For clearly segmented printed materials such techniques offer us

virtually error-free OCR for the most important alphabetic systems including variants of the Latin, Greek, Cyrillic, Hebrew alphabets and many more. However, when the number of symbols is large, as in the Chinese or say Korean writing systems or the symbols are just not separated from one another, as in Devanagari print, OCR systems are still far from the error rates of human readers, and the gap between the two is also very much evident when the quality of the image is compromised for example by fax transmission. Until these problems are resolved, OCR cannot play a pivotal role in the transmission of cultural heritage to the digital age that it is often assumed to have. In the recognition of handprints, algorithms with successive segmentation, classification, and identification stages are still said to be in the lead. For cursive handwriting, Hidden Markov Models that make the segmentation, classification, and identification decisions in parallel have proven superior and topmost, but performance still leaves much to be desired, both because the spatial and temporal aspects of the written signal are not necessarily in lockstep (discontinuous constituents arising, for example, at the crossing of t-s and dotting of i-s) and because the inherent variability of handwriting is far greater than that of the speech, to the extent that we often see illegible handwriting but we barely hear unintelligible speech.

### **3.3 Santosh Kumar Nanda, Department of Computer Science and Engineering, Eastern Academy of Science and Technology, Development of Intelligence Process Tracking System for Job Seekers**

At the present time to getting a good job is a very intricate task for any job seekers. The same problem also a company can face acquiring intelligent and qualified employees. Therefore, to reduce the problem of manually searching for the right candidate, there are many management systems were applied and out of them, the computer-based management system is one of an appropriate solution for this problem. In the computer management system, software is made for job-seekers to find their suitable companies and as well as made for companies finding their suitable employees. However, the current solutions in the market are not Artificial Intelligence (AI) based, and to make privacy, security and robustness, the solution should be made with the application of an AI system. In this proposed study, an attempt has been made for finding the solution for job seekers and companies with the application of expert systems.

# #1 – Social Impact Business Model – Non-Profit

Governments and non-profits have been working to address some of these issues, however government aid is problematic and often tainted by anterior motives and as government funding disappears and donors become less reliable, non-profits are struggling to stay afloat.

At UpEffect, we crowdfund primarily for for-profit social enterprise models, as our mission is to encourage the growth of this sector.

Non-profits can be problematic as many of them rely on corporate donors, some of which can be antithetical to their mission.

For example, I previously worked at The Virginia League for Planned Parenthood, which is an amazing organization – but I was disappointed when I learned that the majority of their donations relied on the success of coal and tobacco industries.



## #2 – Social Impact Business Model – For-Profit Social Enterprise



### How does it work?



For-profit social enterprises are defined by the generation of both social value (measurable impact) and economic value (revenue).

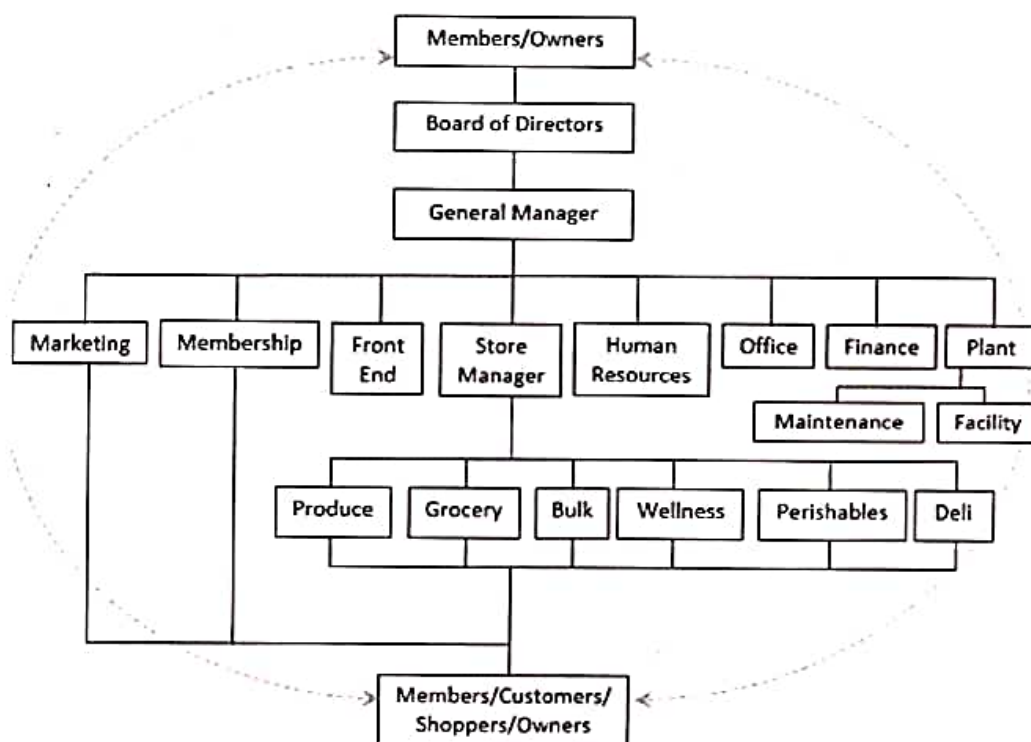
**Thraedable** launched a successful crowdfunding campaign with us earlier this year, and are a great example of how for-profit social enterprises can partner with non-profits to increase impact. The following is a diagram of their business model:



## # 3 – Cooperatives

An often overlooked model is the cooperative. A cooperative is an autonomous association of persons united voluntarily to meet their common economic and social needs through a jointly owned and democratically controlled enterprise. This model can be a huge advantage for creating the most sustainable and ethical business possible under capitalism.

Below is a flow chart of a cooperative, borrowed from [People's Organic Food Market](#) in San Diego, California.



An ATS creates opportunities to automate manual processes, increase visibility into the hiring cycle for the entire recruiting team, and increase opportunities for communication throughout the candidate journey. 78% of recruiters using an ATS report that it has improved the quality of the candidates they hire.

## **Cons: Your ATS Might Undermine its Own Efforts**

- Automatic elimination of every resume (even great ones) that the system can't read and interpret.
- Missing out on potential great hires and great pipeline talent when resumes are eliminated.
- Misread resumes in PDF format.
- The inability to read most, if not all, graphics.