Making a Case for Robust Recruiting Software

Introduction

Building the best workforce for your company is no longer the purview of talent professionals alone. Hiring is now a team sport, relying on input from across the C-suite, hiring managers, and recruiters, all working together to drive business success.

50% of CEOs globally cite recruitment and retention of top talent as their most critical human capital focus in 2021.[1]

In this new paradigm, seamless collaboration is a must. But you can't support your key players to participate and contribute with a traditional applicant tracking system. You need modern recruiting software that connects your end-to-end processes and all people involved.

To help you navigate today's crowded recruiting software marketplace and confidently choose the best ATS+CRM solution for your company, we've put together this collection of worksheets and checklists. Use them individually or together to guide your decision-making as you evolve your hiring strategy in the months ahead.

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1. The Conference Board, C-Suite Challenge™ 2021: Leading in a Post-COVID-19 Recovery

IN THIS GUIDE

01 The Requirements of a Modern ATS

It used to be you could rely on applicants to fill your open roles. Not so today. The majority of candidates (70%) aren't actively searching for jobs, even though they'd be interested if the right one came along. In fact, 87% of passive and active job seekers are open to new opportunities.[2]

To capture people's interest, you need a solution that allows you to go outbound to source and nurture talent over time. Here's what else your recruiting software should be able to do.

Modern ATS Checklist

✓ Candidate Relationship Management (CRM)

✓ Organization of all hiring information in one system

✓ Intuitive sourcing tools

✓ A/B testing for outbound campaigns

✓ Full talent lifecycle management

✓ Talent database for rediscovery

✓ Integrations with key talent tools

✓ Simplified reporting

✓ Automated scheduling

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2. LinkedIn, The Ultimate List of Hiring Statistics for Hiring Managers, HR Professionals, and Recruiters

02 How to Evaluate an ATS for Fit

There are over 20 applicant tracking systems on the market today. So how do you know if a potential partner is the best fit for your organization? After qualifying whether an ATS is modern or not, the next step is to dive deeper into whether they deliver on key requirements.

The following worksheets can help you evaluate an ATS across the five most important areas of consideration and narrow down your selection of potential vendors.

Candidate Engagement

Candidate Management

Task Automation

Reporting and Security

Implementation

Worksheet 1: Candidate Engagement

Is the system built for easy sourcing?　　　☐ Yes　☐ No

Can you nurture passive candidates with
personalized email drip campaigns?　　　☐ Yes　☐ No

Does the system sync with tools your team
frequently uses, like LinkedIn Recruiter?　　☐ Yes　☐ No

What options are there to recommend which candidates
are best for specific roles?

What is the candidate application process like?
(Easy, intuitive, clunky, lengthy, etc.?)

What are the options to easily post jobs on outside
networks, like job boards?
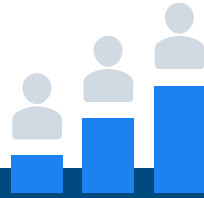
Worksheet 2: Candidate Management

Is it easy to advance sourced candidates through the pipeline?

☐ Yes ☐ No

How is it to manage tasks within the system?

☐ Easy ☐ Hard

Is there a focus around diversity hiring?

☐ Yes ☐ No

What are the options to sync your email with the system?

How are the requisition and offer management features?

Worksheet 3: Task Automation

Can you easily customize the interview process by job listing?

☐ Yes   ☐ No

Is there a way to ensure all calendar invites and rooms are booked?

☐ Yes   ☐ No

Can the system sync with other tools like Slack to ensure no interviews get missed?

☐ Yes   ☐ No

Do you have interview kits and scorecards ready?

☐ Yes   ☐ No

How easy is it to enter feedback, especially confidential comments?

Worksheet 4: Reporting and Security

Are there nurture and sourcing reports to easily monitor your time to hire?	☐ Yes	☐ No
Is there robust, out-of-the box reporting, with options to customize further?	☐ Yes	☐ No
Is the system secure for: EEOC/OFCCP, GDPR & SOC 2 compliance?	☐ Yes	☐ No
Is the data encrypted for protection?	☐ Yes	☐ No
Are there custom access controls?	☐ Yes	☐ No

Worksheet 5: Implementation

When you switch your ATS, will this vendor clean up your data for you?

☐ Yes ☐ No

Is implementation easy and is there ongoing support?

☐ Yes ☐ No

Are there guided sessions for recruiting and hiring managers when rolling out?

☐ Yes ☐ No

How easy is it to integrate with the tools you rely on?

☐ Easy
☐ Difficult
☐ Not Available

After launch, what type of support will be provided?

03 Making a Case for Robust Recruiting Software

The search for a new software should be exhaustive because it is a serious investment. After you've done your due diligence and chosen a partner, it's time to talk money with your CFO. The best place to start? By collecting the numbers they'll need to see on business impact and ROI.

To help you prepare, here's a list of three calculations you need to have answered for your CFO.

CFO Discussion Checklist

✓ **Calculation #1: Time-to-Fill**
Use this example to calculate the value to your own business of speeding up hiring by one week.

- 1 employee's annual salary = $110,000

- Expected value to the business is 3X salary = $330,000

- Weekly expected value (total value ÷ 52 weeks) = $6,346

Multiply over 20 hires of similar salary for the year = **$126,923 value added to the business in one year by speeding up hiring by one week across 20 hires.**

✓ **Calculation #2: Timing, Costs, and Technical Considerations**

- The annual cost is [$]

- The impact to IT will be [X]

- New recruiting software will take us [time] to get up and running

- Our new system will provide [X] for implementation and training support

✓ **Calculation #3: Agency Cost Per Hire**

- Equation: Total annual agency spend ÷ # agency hires = Cost Per Agency Hire

- Example: Reduce agency spend by 30% of hires

Example:

- Cost Per Agency Hire = $22,000 over 20 hires

- Goal: 6 fewer agency hires

- 6 x $22,000 = **$132,000 total agency savings from sourcing**

04 Why LeverTRM

"Lever allows us to create a more human candidate experience, which is very aligned with 15Five's core values. We use a lot of recruiting tools, but we can't live without Lever."

– Heidi Collins, VP of People Operations, 15Five

"Our biggest problems were reporting, scheduling and pipeline management. Check, check, check. Lever was the obvious answer to all of those."

– Ashleigh Jaffe, Head of People Ops, Hopper

"In order to take the business to the next level in today's talent-driven environment, technology is so important. It has to be the central piece to scaling in the business. We're so happy with our choice in Lever."

– Christina Schmit, Director of Talent Acquisition, Renewal by Andersen

"The referral bonus program is huge at Centro and the process has gone really well. Referrals are easily entered by hiring managers, and it triggers the bonus right there in Workday when a hire gets made to compensate the employee."

– Michelle Michael, Recruiting Operations Manager, Centro

Recruiting Software for the Next Decade of Talent

It's a changing world for employers and workers alike. With candidates having more of a say than ever in where and how they work, it's important that companies are ready to pivot as emerging talent acquisition trends become the new norm.

Whether you're choosing an ATS for the first time, or making a switch after a frustrating experience, you need technology that can help you transform and grow your business. To learn how Lever can help make your hiring more efficient and more human, schedule a demo today.

LEVER

Lever's mission is to help the world hire with conviction.

Our Talent Acquisition Suite draws the entire team together to efficiently source, nurture, interview, and hire top talent through effortless collaboration. Incorporating best-of-breed automation, intelligence and design, Lever helps employers develop stronger candidate relationships in fewer clicks, by combining powerful ATS+CRM functionality in one modern platform—and measure the results with confidence.

Lever was founded in 2012 and supports the hiring needs of over 3,000 leading companies around the globe, including the teams at Netflix, KPMG NZ, Hot Topic, and Cirque du Soleil. With an overall gender ratio of 50:50, Lever is also fiercely committed to building a team culture that celebrates diversity and inclusion.

For more information, visit lever.co   LeverApp   Lever   @lever