

COMPLETE GUIDE

# THE RECRUITERS BUYING GUIDE TO AN APPLICANT TRACKING SYSTEM (ATS)

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Speed up your hiring and find more  
qualified candidates with an ATS.



**Stronger** candidates  
**Faster** recruitment  
**Smarter** insights

A guide to an applicant tracking systems (ATS) and how your team can use them to **hire better talent, more efficiently.**

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# What is an ATS?

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An Applicant Tracking System (ATS) is recruitment software that automates the hiring process. Its purpose is to ease the workload of recruiters and hiring managers, and to hire better candidates, faster. At their core, most ATS' aim to do the following **three** ways.

## 1. Scout talent

Post job adverts to multiple sites with one click.

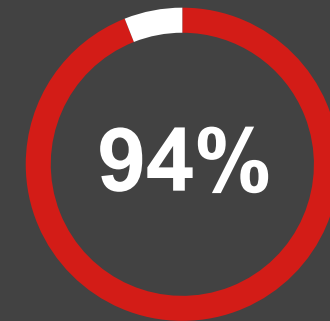
## 2. Store information

Organise all hiring information into one central hub. This typically includes CVs and applicant details, current job vacancies, scheduled interviews and interview feedback.

## 3. Track data

Measure the success of your recruitment campaigns (cost per hire, time to hire and conversion rates).

Building a strong team can be challenging. Your hiring process doesn't have to be.



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HR professionals using  
an ATS saw  
improvements in their  
hiring process

# How will an ATS benefit my company?

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Gone are the days of clunky, outdated ATS', like the type you find attached to Human Capital Management software (HCM ). Today, a great ATS has the power to streamline your hiring process in the following ways.



## From job ad to hire, in one smart hub

Track applications through every stage of the recruitment journey, from one central location.



## More eyes on your job ads

Attract stronger candidates by posting to multiple job boards with one click.



## Empower your team to have their say

Everyone involved in the hiring process can log on and interact with recruitment – from HR team members and hiring managers, to interviewers and leadership.



## Cut overall recruitment time in half

Clever keyword technology, designed to read CVs like a hiring manager, finds you the most qualified candidates in seconds.



## More data, less spend

Visual reports on ROI and industry trends, so you can see what works, and cut out what doesn't.

# Five tell-tale signs that your team are ready for an ATS

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## 1. You're drowning in spreadsheets, emails, calendars and job ads

**The solution:** A strong ATS will store your important recruitment information in one central location, so you can find it with ease.

## 2. You want to hire faster, but your time is spent chasing feedback from managers and manually scheduling interviews

**The solution:** The right ATS will streamline your internal processes, so you and your team can communicate with ease.

## 3. You have the perfect candidate in mind, but your candidate pool is average at best

**The solution:** A great ATS knows where your ideal candidates are searching for jobs, and will get your ad more visibility on the right job boards.



In a survey of more than 1,000 job seekers, 60% rated the traditional process of **applying for jobs as more difficult than applying for home mortgages.**

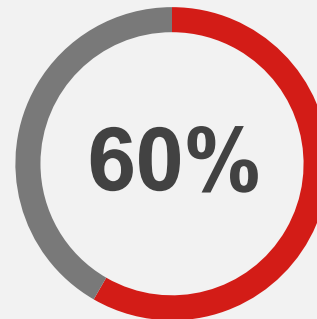
#### 4. Your senior leadership team need reports, but your hiring data is hard, not to mention time-consuming, to find

**The solution:** The best ATS' generate important data (such as time-to-hire, applicant pass-through rates and rejection reasons) into clear, visual reports, ready to share at your manager's request.

#### 5. Potential candidates are struggling with your complicated hiring process as much as you

**The solution:** A good ATS will make the candidate journey a short and simple one. A *great* ATS will make the candidate journey an inspiring one.

If this sounds like you, it's probably a good time to automate your hiring process.



Applicants quit an online application because it was too complex or too long.  
(source: CareerBuilder)

# Am I limited by my current ATS?

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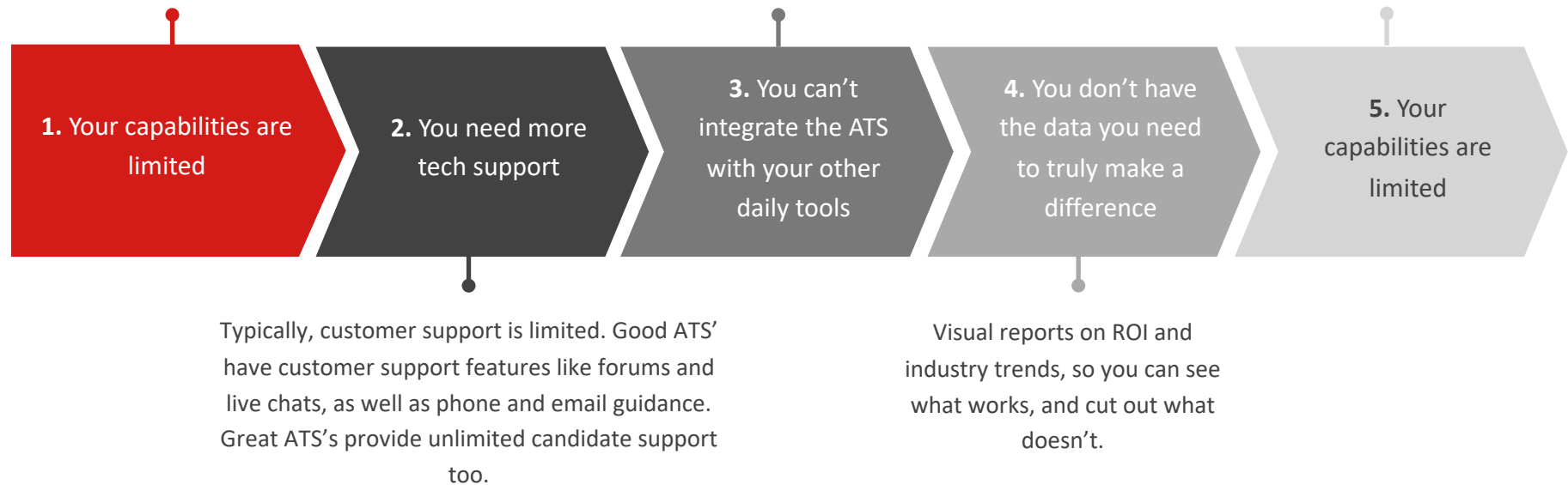
Already using an ATS (or bolt-on to your HCM) and unsure whether to make the leap?

Here's **six** signs you might be ready for an upgrade.

Some ATS' often limit the number of CVs you can receive, jobs you can post, and candidates you can contact.

No software will ever replace the need for your email and calendar. To fully streamline your recruitment process, you need your ATS to integrate with them seamlessly.

Some ATS' lack detailed analysis and require reports to be created manually in external spreadsheets or tools.



# Getting your leadership onboard

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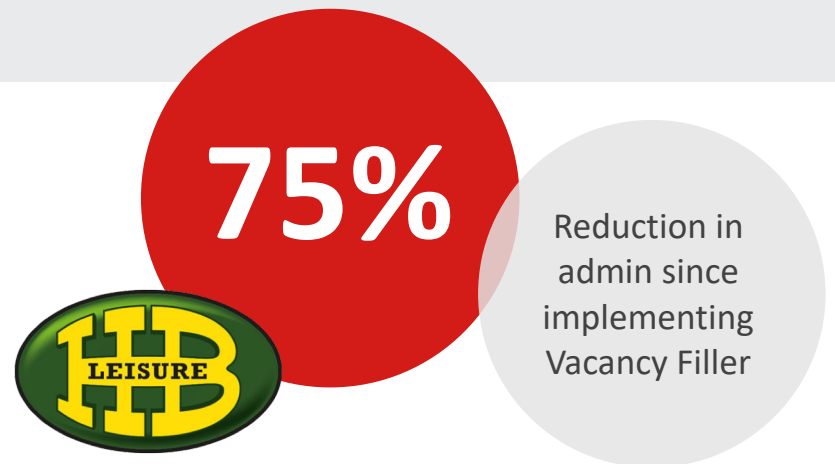
Your team have agreed that an ATS could help you use your time more efficiently – now it's time to convince your leadership. Here's a few tips to get them onboard.

## Step One: Ask your leadership about their hiring goals

If you want to get your leadership onboard, they're going to need to know what's in it for them. Using hard data that ties back into **their** hiring goals is the best way to craft a compelling argument.

**Example scenario:** Your CEO wants to double the size of your Marketing team in the next six months, but you know that this is impossible based on your time needed to hire.

**Approach:** Your selling point for an ATS should be that it reduces time to hire by managing candidates, and by highlighting delays in the interview and feedback processes.





## Step Two: Compile your data into a presentation

You've read about the benefits of an ATS (see page 4. if not) and paired them with your own data (cost per hire, time per hire and ROI). Now it's time to communicate your findings to your leadership.

A data-driven presentation is the best way to show that you're listening to your leadership and that you support their goals.

**Example scenario:** Your CEO's goal is to hire more qualified talent, but you know that your current candidate experience is impersonal, which has led successful candidates to decline their job offer.

**Approach:** Focus on the benefits of an ATS above its features. A feature would be customisable application questions, and the benefit would be an inspiring application process that gets candidates excited about your company.

## Step Three: Present your findings to leadership

You've established your leaderships' hiring goals and identified how an ATS will solve them (including relevant data), so presenting your findings to leadership should be the easy part. Now is where the fun begins because you are ready for an ATS that will transform your recruitment.

# Ready to roll out your new ATS?

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Congratulations, you're ready to ditch time-consuming, outdated processes for a streamlined, automated workflow. Here's some tips on how to ensure a smooth transition.

## Step One: Empower your team to get involved

If your team feel that your new ATS is being thrust upon them, they are unlikely to greet it with enthusiasm. Ask for ideas, let them see a demo of the potential ATS' and customise your new software to meet the needs of your team.

1.

## Step Two: Create an implementation plan

Take your time to create a dated schedule that includes

- How your team will transfer data from any current tools
- Your team's planned usage for job submissions
- Team training and feedback.

2.

3.

## Step Three: Involve support as needed

The introduction of a new ATS will likely involve data migration, and so you may need support from your IT team. A great ATS support team will be on-hand to help you achieve your implementation plan.

Support will make the process faster and simpler for your team, and their expertise will encourage excitement for your new ATS.

# You're ready for a new ATS, but why Vacancy Filler?

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Simple, sophisticated and streamlined hire.

We're proud to say we do things differently. Like all strong ATS' should, our software offers super-quick CV screening, faster interview scheduling and better-informed decision-making. But it's our defining features that make the difference between a good hire and an invaluable team member.

Strength in numbers:



Reduction in time to hire



Reduction in administration



Positive video screening experience

Visualise every part of your workflow with **one clean dashboard**

Vacancy Filler's clever features would be useless without a slick, user-friendly design. That's why we've built a dashboard that your whole team can use with ease.

Our Account Managers are dedicated to helping you along your recruitment journey. We offer user and candidate support by telephone, email and live chat.

**UK-based support team** to guide you and your candidates through every step

Bring your applications to life with **unlimited video screening**

While a CV is a great starting off point to land your next great hire, video screening allows you to visualise potential candidates in the workplace. Vacancy Filler includes unlimited video screening, which is proven to save time over phone interviews.

Your candidates are trying their best to impress you. But if you want to attract the best applicants, you're going to have to impress them too. Your careers site is a seamless extension of our thoughtfully designed hub, which you can easily customise to bring your brand to life.

Showcase your business with a **beautifully branded career site**

Save candidate CVs for future positions in a **talent pool**

Found a shining star, but the role isn't quite right for them? Why not build a talent pool from all of your previous applicants and send engaging communications and job alerts to keep them warm and ready for when the perfect job comes along.

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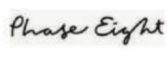
“Our team hit the required recruitment numbers **two weeks early** for the first time.”

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Julie Redfern  
Head of HR  
Alton Towers

# Don't just take our word for it

Great companies use Vacancy Filler.



Vacancy Filler customers love our uncomplicated approach to ATS. Here's some of the ways that we've helped more than 200 companies to:

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**Plan future recruitment activities**

"We are now able to take a more holistic approach to our recruitment which allows us to forward-plan our people requirements more effectively for the next 12 months."

Kelly Stokes  
Recruitment Director  
Aldi Stores UK

**MISSGUIDED**  
PEACE, LOVE AND FASHION

**Showcase their beautiful brand**

"Missguided now has a website brand and communications that enables it to be perceived by candidates as standing head and shoulders above the rest."

David Smith  
Talent Acquisition Lead  
Missguided



**Simplify their candidates' journey**

"It is important for the recruitment team to consider the candidate journey when recruiting at the zoo, as they strive to ensure every candidate has a fantastic recruitment experience."

Jenny Tegg  
Head of Marketing  
Chester Zoo



**Reduce their workload**

"Vacancy Filler has considerably reduced our administrative burden – by as much as 75% and we will potentially save £70k on Job Boards."

Julie Redfern  
Head of HR  
HB Leisure

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# ATS Selection Checklist

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Here's a list of requirements we find most recruiters ask for. You'll probably have your own too, so make sure you add them to the list. Together, you can use the below checklist to benchmark an ATS to ensure it does everything you need it to - and it does it in a way that's efficient, effective and user-friendly.

Technology	Yes	Limited	No
Cloud-based and accessible 24/7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unlimited number of users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible access rights for users/roles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to use and managers will adopt easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single Sign-On/Two Factor Authentication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Requisitions	Yes	Limited	No
Approval process where managers can raise requisitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simple online approval process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customisable requisition forms to capture data relevant to our business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible approval workflows to cater for multiple role types/seniority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Super Users can edit approval workflows when required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Advertising	Yes	Limited	No
Integrated to our own website Careers Page or provides us with a fully branded Careers Site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Super Users can update the Careers Page/Site themselves when necessary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrated to our own Intranet to manage internal applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-posting capability to instantly post vacancies to our job boards and company social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agency Portal to manage our Preferred Supplier List	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Candidate Experience	Yes	Limited	No
The application process looks simple without causing drop-offs and is mobile/tablet friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to upload CVs from Indeed/Dropbox/OneDrive etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to create an account via LinkedIn, Facebook, Apple, Google etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Candidates have full visibility and control of their data (GDPR compliant)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Candidates have the option to select an interview slot themselves from your availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Candidate Management	Yes	Limited	No
We can create screening questions to pre-qualify candidates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to video screen candidates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Configurable and automated communication for every step of the recruitment process (workflow engine)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Configurable recruitment process so we can easily track where candidates are in the process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiring managers can shortlist candidates quickly and easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Interview Management	Yes	Limited	No
We can create events for candidates to select a preferred interview timeslot from your availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrates with hiring managers outlook/gmail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automated reminders to candidates 24 hours before scheduled interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skills-based/psycho-metric testing built-in (or integrated through 3 <sup>rd</sup> party)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Super Users can get an overview of all interviews scheduled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Offer Management	Yes	Limited	No
We can send contracts to candidates electronically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Candidates can digitally sign contracts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
System can capture new starter details	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Candidates can upload 'right to work'/'identity' documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The system can integrate with our HR/Payroll software to transfer new starter data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Reporting	Yes	Limited	No
Comprehensive reporting suite built-in at no additional cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We can segment data using standard and our own filters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data can be exported in several formats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reports can be sent to users on a schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Super Users can easily create custom reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Support and Training	Yes	Limited	No
Support is available 24/7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Candidates can get support as well as Hiring Managers and System Users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online and Onsite training available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dedicated Account Manager with onsite review visits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-service ticketing system to track any support queries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# THANKS FOR READING

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We can't wait to hear your story