



# MODERNISING THE RECRUITMENT PROCESS USING TECHNOLOGY PLATFORMS



## OUR TOP 5 BENEFITS FOR USING TECHNOLOGY TO RECRUIT

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## Guide Overview:

Within the last decade, advances in technology have given hiring professionals the chance to significantly improve recruitment efficiency and the time-to-hire.

Modern technology platforms offer the very latest in digital solutions to maximise process efficiency. In our latest guide, we pursue 5 of our top benefits for using technology to recruit, including key industry statistics and contributions from Lumesse, an Omega ATS partner.

Included in this guide:

- An introduction to recruiting technology
- Top 5 benefits to using technology to recruit
- Industry statistics and figures on technology efficiencies
- What makes a good technology platform (with contributions from Lumesse, an Omega ATS partner)



## Introduction

Welcome **Technology**. (But surely, isn't hiring staff a 'people function?')

Technology is here to help, and will play an ever-increasing part in our lives, whether we like it or not. From the advent of the simple ATM in the 60's, to the more advanced tech today like self-driving cars, we all have varying degrees of tech in our lives.

And in work, where often your 'people' are one of the most important differentiators (and in most businesses, one of your most expensive costs), it is not surprising to see how many businesses are turning to technology to help them attract, identify and on-board new staff. If you don't use technology – you'll miss efficiencies, talent and may spend much more than you need to.

## An introduction to Applicant Tracking Systems (ATS's)

You can save information regarding roles (job descriptions, salaries etc.) and at the click of a few buttons on your mobile phone, laptop/ desktop/ tablet or via email/ phone, start the process of hiring most efficiently.

For decades now, ATS's have been refined and improved so all businesses, large and small will get efficiencies – and there's a broad spectrum of choice of technology partners from Lumesse to Kronos, there's a plethora of trusted partners where storing benefits packages, to managing interviews and even offer letters, as well as all compliance fully logged, ATS platforms are more simple, quicker, and more cost effective than ever.

So, what exactly makes an ATS one of the most powerful and efficient tools within the recruitment process?

## Here are our top 5 benefits to using an ATS:



# 1

## Reduced Time & Cost Per Hire

One of the most important metrics for recruitment is time-to-hire. It is also one of the most prominent hidden costs during the recruitment process.

# 83%

*of hiring professionals say that using an ATS has helped them hire faster and more efficiently\**

According to ATS provider Workable, the average time-to-hire is around 24 days. The time-to-hire is the number of days between first contact with a candidate to the day the candidate accepts the offer.

With the latest additions to modern ATS platforms, including Artificial Intelligence (AI) functions and 'chatbots' (automated messenger and communications robots), experts suggest that using these additions can reduce the time-to-hire by up to 60%, around 14.5 days, thus increasing output and productivity.

Additionally, with the help of talent pooling and nurturing, this process can be reduced even further when recruiting for alternative positions, as you will already have a list of targeted, pre-screened candidates with matching skillsets to consider.

When recruiting, time costs money. Both the cost of time spent on filling a position, and the cost of time and production whilst the position stays unfilled. Ultimately, using a modern ATS system with the latest functions could significantly speed up the process and mitigate both the direct and in-direct costs of time spent.

\*GetApp, 2018

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## Real-time MI (Management Information)

Creating and sharing reports without an automated system can be an incredibly tedious and time-consuming activity.

Without managing your recruitment process from within a single system, it can be very difficult to accurately report on your hiring activity and overall recruitment costs, not to mention how time-consuming it would be to try and create effective and meaningful reports in this way.

**75%** *of hiring professionals  
use an ATS system\**

Modern ATS platforms offer a range of reporting functions, most of which are in real-time and ready to download with a push of a button. Reporting and MI dashboards are becoming increasingly common for modern ATS platforms, which allow for customised daily reporting, dependant on the factors you wish to create a report from.

To continually make improvements to your hiring process, you need to be tracking specific metrics around the cost of hire, advertising spend on different avenues and time to hire; it can be time-consuming to pull these reports, especially if they are required on a monthly or even weekly basis. Modern ATS reporting modules give you the ability to automate the creation of multiple reports that can be emailed to you at your chosen frequency, saving you time and making you more effective.

Other reporting capabilities for modern ATS platforms include:

- Accurate source and referral reporting (find out which channels to invest in)
- Cost-of-hire and time-of-hire analytics
- Traffic management
- Candidate management
- Anti-discriminatory reporting (anonymised & non-bias)
- Complete audit trail

\*Capterra, 2018

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## Transparent 360° View

Capitalising on the provision of MI, using an ATS allows for complete transparency and visibility within the recruitment process, providing higher management the chance to make key business decisions based on the information that ATS platforms offer.

**94%**

*of hiring professionals say  
their ATS has positively  
impacted their hiring process\**

Implementing an efficient ATS platform offers a centralised approach to your strategy and complete visibility of every aspect of the recruitment process. For example, instead of a traditional approach whereby static spreadsheets are made for various elements (eg. candidate applicant tracker, source/channel tracker, marketing referral, etc.), the information collected by an ATS is stored on the cloud and is made readily available and accessible for multiple users.

Therefore, it makes it easier for higher management (who are less involved in the direct recruitment process) to make key business decisions based on the MI provision. Whilst this offers a greater deal of transparency for all levels of management, it also significantly simplifies the sign-off process, making it easier to accept job adverts, candidate applications, interview times, etc.

\*Capterra, 2018

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## Candidate Attraction Tools

With the UK unemployment rate held at a 42-year low of 4.6%, and the employment rate at an all-time high, attracting the right talent remains and is an increasingly important exercise for employers to get right.

**81%**

*of hiring professionals think that using technology to attract candidates will be a great advantage over the next 5 years\**

With the exponential growth of digital attraction methods over the past decade, the need to be competitive with your strategy should be a major priority. Most modern ATS's are now equipped with a candidate attraction suite, offering the very latest in integrated solutions with various digital platforms.

Social networks are an extremely efficient source when it comes to candidate attraction. Most modern ATS platforms are suited with a social media integration, which allows for job adverts and feeds to be posted straight onto your company Facebook, LinkedIn and Twitter accounts directly from the ATS platform.

The latest ATS's also integrate seamlessly into your existing careers site, creating a simple and easy way for candidates to apply for jobs on your website, reducing abandonments and confusion over application.

\*TalentLyft, 2018



## 5

## Talent Pooling & Nurturing

When advertising for a job, it's common that you'll receive applications that don't exactly match the job specification, but these candidates are often forgotten about and deleted permanently.

# 78%

*of hiring professionals who use an ATS have improved the quality of candidates they hire\**

Each time a company advertises a vacancy the rejected or 'on hold' candidates are often forgotten which means the next time a requirement arises, HR begins all over again with the recruitment process.

An effective ATS will include a talent pooling function, meaning that these rejected candidates will be categorised by key skills and experience using information from their CV and/or covering letter, thus enabling employers to access these passive candidates when they meet the criteria of another open vacancy. Therefore, hiring managers can create and manage their own hierarchy of desired skills and use it to match candidates to jobs.

Once you've built an effective talent pool, they can then be nurtured and kept engaged through email & SMS marketing, keeping them warm and interested with your brand.

This entire process ensures that, when that next job requisition is made available, you'll have a target list of pre-screened, engaged candidates ready for your approach.

\*GetApp, 2018

## A word from Lumesse, an Omega ATS partner:

When looking for improvements to a resourcing function there are many factors that might provide efficiencies, some technical, some human, some process related.

With technology playing an ever increasing part in the resourcing mix maybe we can point to the following signs of a great function:

1

### Automated by default

Traditionally resourcing functions have always been quick to benefit from automated technologies, using tools that speed up delivery in the race for great talent. In a recruitment business like Omega we consider that our technologies are automated by default, for us to “downgrade” our technologies and use them manually is very rare.

From emailing tools and applicant tracking platforms that allow us to easily manage data, deliver communications and produce quick, predictable results.

As we move towards a technology world that easily operates chatbots, driverless cars and the various forms of artificial intelligence (AI) having confidence in existing forms of automation means that we’re already well placed to leverage technologies as they come online.



2

## Platforms, Suites and Systems

Technology companies are often amazing marketing machines. The names of their technologies, the types of systems they provide vary but often very subtly. When selecting technology you must decide what type of technology your organisation needs, but also what you can invest in over the long term.

- “Systems” are often stand-alone technologies, what you have inside the technology, plus the provider’s roadmap of improvements is all you’re going to get.
- “Suites” are broader technologies, often incorporating a series of systems together with inter-dependencies and often using various aspects of the data held in the different components to provide the right results. Again a roadmap provides new “toys” that are incorporated within the suite.
- “Platforms” are systems that heavily focus on the ability to “plug in” other technologies. These will have a combination of native content and features but will also allow you introduce other “best of breed” applications into their technology. With the resourcing and HR Tech market moving so dynamically “Platforms” allow you to switch out old tools for new ones more easily but maintain a central core investment for long term data analysis.

Choosing wisely and asking about the integration capabilities, the native systems and roadmaps will guarantee that you have technologies that are fit for your needs today and in the future.

3

## Compliance out of the box

A critical component of any technology tool in resourcing is how it handles compliance for you. All recruiting functions are facing the May 2018 introduction of the GDPR (General Data Protection Regulations) and technologies guaranteeing compliance with that legislation provide comfort that operations continue as normal with reduced legal exposure.

Thinking about your own compliance environment make sure that any purchase you make provides compliance tools to make your legal lives easier. Ask about the support networks, communications and background materials you'll be provided with to help you understand what the tools are doing.

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## Data, data, data

Finally today we're all increasingly getting better at reading information and making strategic and operational decisions. Whatever technology decisions you make be careful to evaluate the open-ness of the data that flows in and out of them.

You might not know what you need today but you will pat yourself on the back for your foresight – guaranteed.



## So, do you need an ATS platform?

Depending on your situation, implementing a technology platform such as a modern ATS has the potential to completely revolutionise your recruitment process.

Simply put - give an expert a call... if you have a known or trusted partner, you should explore their offering. Alongside this, or if you don't know 'what to do next', feel free to give me a call and we can discuss your business and potential benefits - quickly, easily, simply and in a cost-effective manner.

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### About the Author (Rick Towers):



Rick joined Omega Resource Group in 2013 to head up the recruitment business across the UK, running operations in the North West, Midlands and South West across the full spectrum of roles – from executive search and selection to contingent permanent, contract and temporary roles.

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