GET THE HIRE YOU DESIRE

BALANCE *trak*

BERKSHIRE ASSOCIATES INC.
Your Partner in Human Resources and Affirmative Action

About Berkshire Associates

Berkshire started over 30 years ago as one of the first companies to release a commercial software product that automated the affirmative action plan preparation (AAP) process. As a result, Berkshire revolutionized the way AAPs were prepared. Fast forward to today, and Berkshire has applied its proven methods to create even more innovative software solutions for HR professionals. **BALANCE***aap* affirmative action software, and **BALANCE***trak* an applicant tracking system. **BALANCE***trak* is the ideal choice for employers seeking an applicant management solution that gets them the hire they desire.

Welcome to a Better Experience

BALANCE*trak* is a cloud-based applicant management system designed to fit the HR professionals' recruitment style. Use **BALANCE***trak* to control, manage, and organize workflow around finding the right candidates for your job openings. As an HR professional, you decide what process works best for your company; while **BALANCE***trak* provides the power to streamline your efforts.

Committed to making the work of HR professionals easier, Berkshire included unlimited users as part of **BALANCE***trak*'s subscription fee. Consequently, you can add or exclude users as your hiring needs warrant, without having to buy additional licenses. **BALANCE***trak* is also designed to handle the ebb and flow of staffing activities and will grow as your company's demands grow. Whether you're a startup or a Fortune 500, **BALANCE***trak* can be used by any size company, in any industry, and can be implemented for permanent, seasonal, or contract hiring.

A New Level of Applicant Management

BALANCE*trak*'s functionality makes the multi-level applicant tracking process manageable for the HR professional. Developed using Software-as-a-Service (SaaS) technology, users have the convenience of anytime, anywhere access. Since **BALANCE***trak* is a secure, cloud-based application, even the most decentralized organizations can coordinate their staffing efforts. Build your own approval procedures, based on staff members involved in the hiring workflow. Easily create your customized questions for your applications and prescreeners etc. Get at-a-glance updates, including requisition statuses, pending approvals, and number of job seeker responses received. Through **BALANCE***trak* you can even manage and monitor compliance with AA/EEO regulations.

Big on Customer Service

Berkshire has always put clients first. We view our relationships with our customers as more than transactional. That is why every **BALANCE***trak* subscription is backed by a network of product support experts, human resources consultants, and compliance specialists. When you choose **BALANCE***trak*, you'll have the resources and other services available to help facilitate your applicant management efforts.

Centralized Applicant Management

As a SaaS product, **BALANCE***trak* is the ideal application to centralize all your recruitment initiatives. Whether you have multiple departments, locations, or people involved in your process, HR Professionals can manage it all from a common platform. Communicate tasks, get approvals, set applicant dispositions, schedule interviews, send emails, post jobs, and initiate the background screening process, all from the hub of your applicant tracking system—**BALANCE***trak*.

A "Living" Application

BALANCE*trak* is a "living" application with advantages that surpass traditional software. HR professionals do not have to worry about upgrade interruptions, regulatory updates, or crashes usually associated with desktop software. Take comfort in knowing our technical team is always working behind the scenes to ensure your information is secure, and your system remains trouble-free. With **BALANCE***trak*, you can focus on the job at hand, while we take care of the technical stuff.

Data Storage

Your subscription also includes secure data storage on our servers in a secure, off-site location, with measures for disaster recovery. With **BALANCE***trak* you significantly reduce the risk of security breaches or lost data. Your information is stored in a Microsoft® SQL Server database, hosted and managed by Berkshire, providing a powerful and secure environment.

Smart Investment

Changes in technology are constant. **BALANCE***trak* SaaS technology is a smart investment. It provides companies with the agility needed to compete in today's competitive recruitment environment. With **BALANCE***trak* you always know you're in-step or ahead of the latest technology, and you are using an application with functionality that can support your hiring objectives. Web technology is a smart investment and saves companies time and resources.

MANAGE. ORGANIZE. AUTOMATE.

BALANCE*trak* helps HR professionals organize and standardize their recruiting, screening, and hiring processes, eliminating confusion and redundancies. Using **BALANCE***trak*, HR professionals provide a foundation for consistent practices, ultimately saving time, money, and reducing liability.

You can determine what order of events work best for your company's situation. You control what happens after a new requisition is initiated or a when an application is submitted, simply by using **BALANCE***trak*'s workflow settings. **BALANCE***trak* was built on feedback from HR professionals, making it the smart choice for a task as important as finding the right candidate.

This is the BALANCE*trak* **Experience:**

- Unlimited users
- Streamline your hiring efforts
- Find the right candidates
- Receive résumés electronically
- Work with users from any location
- Comply with AA/EEO applicant regulations
- Gain peace of mind knowing **BALANCE***trak* is always updated
- Lessen dependency on your IT resources
- Set workflow based on roles and responsibilities
- Easily download data such as job or disposition codes
- Optional services provide access to applicant management experts when you need guidance

Easy is the **Ideal** Choice

"Easy" is a critical attribute when selecting the right applicant tracking system. In fact, easy is king when it comes to technology. **BALANCE***trak* is designed with the right balance of ease-of-use and feature-rich functionality. Its dynamic environment empowers HR professionals to develop a workflow that's ideal for their company. Use **BALANCE***trak* to improve existing procedures or to create a completely new framework. Control user access and views. Run reports to monitor progress. Post jobs to multiple sites with one click. Document your recruitment sources to assess return on investment, and optimize your sourcing efforts. **BALANCE***trak* enables the HR professional to keep their recruitment campaigns running smoothly and efficiently.

Customizable

- **BALANCE***trak* offers both standard and customizable requisition status fields
- Personalize views of requisition information by what's most important to you
- Set up one or more approval processes to ensure proper parties are involved and informed
- Create email templates for consistency in communications
- Use the interactive designer to create prescreening, application, self-identification, and other forms
- Generate a library of screening questions to identify the most qualified applicants

Go Paperless

- Save money by going paperless
- Contribute to green initiatives and be an eco-friendly employer
- Create an organized electronic "paper trail"

STREAMLINE YOUR
APPLICANT MANAGEMENT PROCESS

Unlimited Users

- Cost-effective choice saves you money with unlimited users
- Add users as needed without purchasing additional licenses
- Collaborate with users in other locations or departments

Compliant

- Adhere to "OFCCP's definition of an Internet applicant" requirements
- Comply with the recent Individuals with Disabilities (IWD) and Protected Veterans (PV) regulations
- Use automated Self-ID forms to achieve AA/EEO data collection requirements
- Include required EEO Statements and other mandated language to job postings and descriptions
- Run reports on requisitions, hires, referral sources, AA/EEO data, zip codes, and other factors to evaluate performance
- Move applicant information from **BALANCE***trak* to **BALANCE***aap* to complete an affirmative action plan
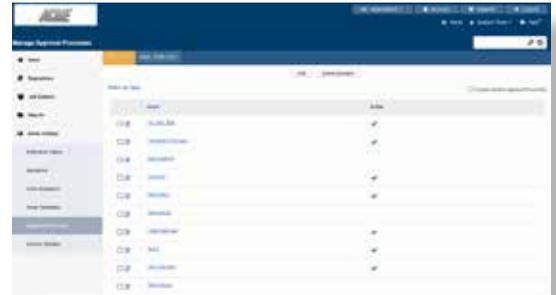
Automate Workflow

Work More Efficiently. Streamline Your Entire Process.

BALANCE*trak* organizes your workflow at every phase of the hiring cycle. The applicant management process can easily become confusing and disjointed. **BALANCE***trak* allows you to create a step-by-step workflow, which acts as a guide for all parties involved in the recruitment process. Using these workflow settings, along with the other automated features, create an objective and more organized system.

Workflow Settings

- Configure your own workflow settings—choose the approvals, reviews, and other steps in your process
- Set role-based approvals by level of responsibility
- Import user access information, reducing the time to establish new users
- Automatically post new positions to your Career page as job requisitions are created—saving time and effort
- The **BALANCE***trak* homepage displays vivid, at-a-glance updates for users in a simple, easy-to-read format, including pending approvals, job seeker activity, and requisition statuses

Requisition Management

- Easily keep track of job openings with auto-generated requisition numbers
- Enter new requisitions for approval and initiate the hiring process
- Perform résumé search within a requisition or the entire database
- Copy previously used requisitions—job seekers can be included or excluded in the copy

Hiring Approvals

- Request authorization for an approved candidate prior to an offer
- Initiate approvals directly from email—no need to log into **BALANCE***trak* to approve a requisition

Easy Data Import

- Easily import data, such as job descriptions, disposition codes, or job titles
- Data can be imported using common file formats
- Information is used in drop-down menus, reducing errors and providing consistency

Communications Management

- Create automatic email replies to promptly and consistently respond to applicants—eliminate the need to "manually" reply to each unqualified candidate
- Select multiple job seekers to conveniently send batch responses by email
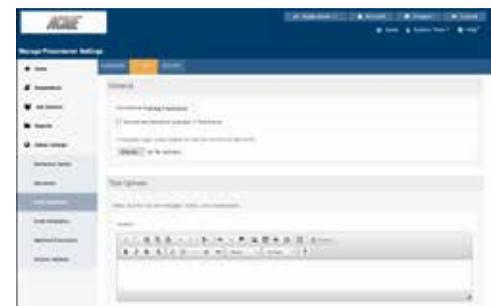
Precision Hiring

HR professionals are charged with finding the right person for the job. In successful organizations, that entails finding the applicant with the right set of skills, traits, and compatibility to match your corporate culture. **BALANCE***trak*'s pre-screening feature allows users to "measure" and target candidates who are likely a good match. Plus, use automated disposition feature for unqualified job seekers and focus on applicants who meet minimum qualifications.

Targeted Recruitment

- Create screening questions to eliminate unqualified job seekers. You can tailor your questions to be skills-based, behavioral, or both
- Develop timed, randomized assessments to screen applicants for particular skills or aptitude
- Score responses from job seekers by assigning values to questions and answers
- Quickly evaluate your list of candidates by filtering based on your questions' responses AND using résumé keyword search feature, simultaneously
- Search by skills, education, certifications, or experience to locate candidates that meet your basic qualifications
- Distinguish between internal and external candidates and route them to the appropriate application—allowing you to ask targeted questions by candidate type

Monitor Hiring Objectives

- Generate reports to get status updates, manage AA/EEO placement goals, monitor selection decisions, or evaluate whether you are trending toward achieving your hiring objectives

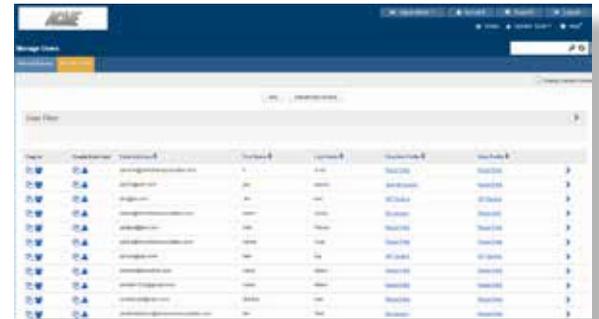## Find Who You Want With the Skills You Need

Software-as-a-Service

The Benefits of the Cloud

BALANCE*trak*'s SaaS cloud platform offers more than traditional desktop software. With no installation, **BALANCE***trak* won't drain your IT resources. Seamless upgrades to meet the latest regulatory, technical, and security standards are completed without interrupting the user. HR professionals will take comfort in knowing they are always working with updated software. We live in an age where instant information is expected, and both employer and job seeker anticipate quick responses. HR professionals can get real-time information, making decision-making quicker and response time faster.

Safe & Secure Data

- Information is safeguarded using the most current industry protocols
- Berkshire uses 256-bit encryption for all data sent to and received from **BALANCE***trak*
- Role-based profiles limit access to data based on your business organization's needs
- Daily backups and a warm site used for quick disaster recovery

Cost Effective

- Avoid capital expenditure on hardware
- No cost associated with building IT infrastructure
- No long-term contracts

No IT Support Needed

- Simply log in using a current browser and start using it anywhere anytime; no hardware installation necessary
- HR controls customization; internal IT support is not needed to make changes
- **BALANCE***trak*'s seamless updates meet the latest regulatory, technical, and security standards without disrupting users

Self-Service

- Companies can set up a self-service kiosk for job seekers
- Using personalized logins, job seekers can view positions they applied for and manage their own profile
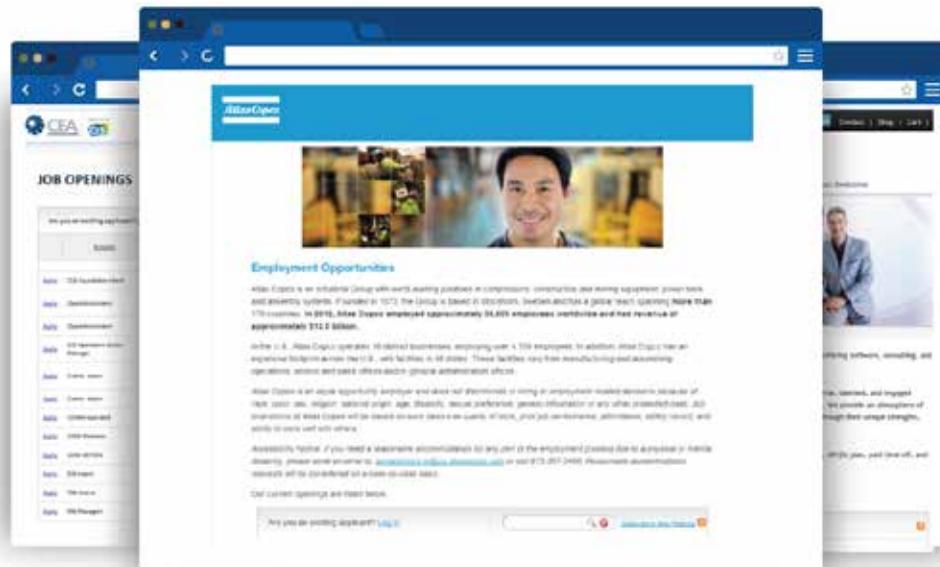- Both job seekers and hiring managers can upload and manage multiple documents

Employer Branding

Attract Star Talent with a Positive Image

Even if your company is not a worldwide mega-corporation, you can promote a strong employer brand. Your company image comes simply from how people perceive you. First impressions happen far before that first interview. The better your employer brand, the more likely it is you will attract the right talent, retain star employees, and create genuine advocates of your business. You'll have the opportunity to make the right, positive first impression by using **BALANCE***trak* to create your own branded Career page.

Shape Your Employer Brand

- Create a Career page using your company's logo and color scheme; reinforcing your brand image
- Create content that shapes and controls how potential applicants see your brand
- Interact with job seekers the right way with timely, consistent responses that rely on approved email templates
- Create job applications, using the interactive form designer, and publish to your branded Career page
- **BALANCE***trak* also provides an RSS (Really Simple Syndication) feed for all jobs listed on your company's Career page—job seekers can subscribe and immediately see positions available at your organization

Full-Service Implementation

Companies subscribing to **BALANCE***trak* can take advantage of a collaborative software implementation, guided at each step by our dedicated Implementation Specialist. The Implementation Specialist will begin by learning about your current processes and anticipated needs with regards to job requisitions, forms, approval processes, and the like. The specialist will then build your **BALANCE***trak* domain using your specs, facilitate testing, and train you for administering and using the customized system, prior to taking the software live.

Product Support

Your **BALANCE***trak* subscription includes product support, so you have technical help when you need it. Product Support professionals are available by phone or by email.

Product Support Line: 800.882.8904, option 4
Email: product.support@berkshireassociates.com

Applicant Tracking Consulting

Get the Most Out of Your Investment

Berkshire offers Applicant Tracking Consulting Services to customers who need assistance with defining their applicant tracking processes. Berkshire works with you to design a practical and feasible system for collecting and retaining applicant data and managing the flow of interest using **BALANCE***trak*. Our experts guide you through what data to collect, and when and how to gather the information at each step of the recruitment process. Also, we provide additional guidance to federal contractors on requirements for Office of Federal Contract Compliance Programs (OFCCP) compliance.

Our experts can help you organize and standardize your applicant tracking processes, eliminating confusion and saving you time, money, and reducing liability.

Contact Us

For more information on **BALANCE***trak* or to schedule a live demo, please contact Berkshire:

800.882.8904
bai@berkshireassociates.com
www.balancetrak.com
www.berkshireassociates.com

Other Helpful Berkshire Solutions

Affirmative Action Solutions

- **BALANCE***aap* Affirmative Action Software
- Affirmative Action Plan Preparation Outsourcing
- OFCCP Audit Support
- Collaborative Plan Development
- Fundamentals of Affirmative Action Planning
- Introduction to Affirmative Action eLearning
- Affirmative Action Planning for Talent Acquisition eLearning
- Affirmative Action Boot Camp

Compensation

- Pay Equity Analyses
- Base Pay Grade Structures
- Market Surveys

Workforce Analytics

- Diversity Metrics
- Adverse Impact Analyses

Private and Custom HR Training

Training can be delivered at Berkshire's training facility, online, or at your location. Ask a Berkshire representative about training for your company.

Training Topics Include:

- Affirmative Action Compliance
- Pay Equity Laws and Practices
- Applicant Regulations and Management