Finding the perfect match for a job

Applicant Tracking System (ATS) and Candidate Profiling in the Recruitment Industry

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This research focuses **on applicant tracking tools** *which have become* **an integral part of** *talent* acquisition *and employer branding.*

Introduction

Automation is infiltrating all areas of business in today's fast-paced work environment, and the hiring industry is no exception. The aim of this research is to look into the technological advancements in human resource management as a way to help hiring managers streamline their hiring process. Recruiting software is a system that helps employers to hire skilled workers easily. There are a number of technical solutions for this purpose which perform similar tasks, such as managing candidates, but differ in terms of accessibility, appearance and complexity. [1]

The Applicant Tracking System (ATS) is a software application utilized for HR managers to post job vacancies (requisitions), access job applicants' profiles and handle the recruitment process more effectively. [2]

Figure 1. Applicant tracking system process. Zoho Corporation Pvt Ltd. (n.d.). What is an ATS (Applicant Tracking System)?
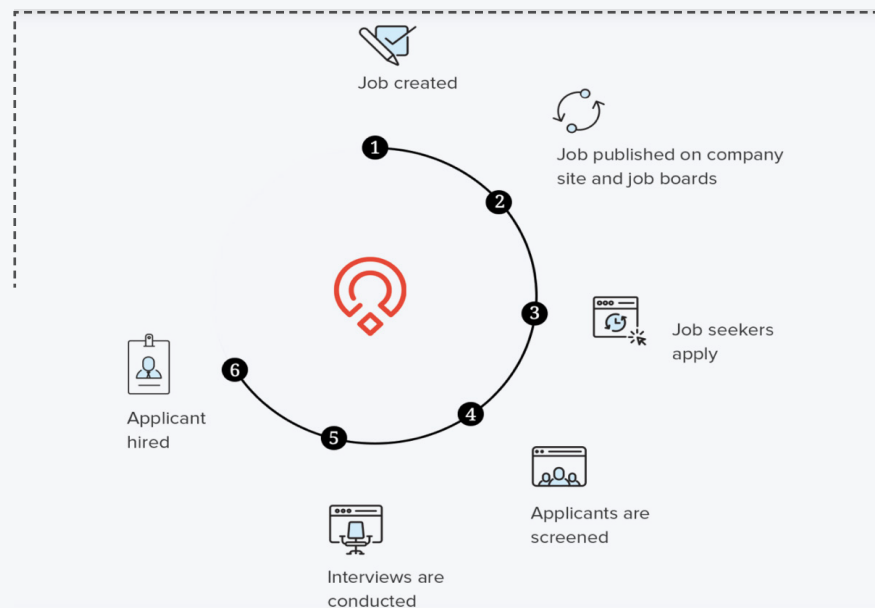
1. Sen, P. (2019, March). Applicant Tracking System (ATS): What job applicant needs to know? RezRunner.

2. Zoho Corporation Pvt Ltd. (n.d.). What is an ATS (Applicant Tracking System)?

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Companies are expected to use Application Tracking System (ATS) more extensively to source quicker job candidates. It is a system that allows the electronic management of hiring specifications and streamlines the hiring process, namely by going through thousands of resumes to decide which ones are the best fit for the vacancies for which they were applied. As a result, HR tasks can be fully automated from applicants' selection to job interviews and, therefore, transforming the entire business function for recruiters. [3]

In addition, the power of social media has been integrated with the recruiting process to find not only active but also passive candidates. ATS is focused on the establishment of a job position on social media, and most companies have to follow this trend. Employment managers and companies are expected to employ social media to succeed in the recruiting markets. In order to preserve competitiveness in the employment market, businesses should develop and modernize talent acquisition techniques to draw passive applicants. [4]

This study provides an across-the-board understanding of the recruitment efforts to enable talent managers to find more creative ways to reach high caliber candidates that deliver value to a company. The hiring technology has foreseen significant growth, as more and more companies acknowledge HR as the true backbone in digital transformation.

3. Costa, D. (2018, July). Applicant tracking system: Main advantages of using an ATS. Skeeled.

4. Clarke, A. (2020, April). The best social media recruitment strategies in 2021. Time Doctor.

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SECTION 1

Six key challenges for hiring managers

1. Integration challenges

Integration is one of the most important facets of a successful implementation. Often, the applicant tracking system (ATS) is just one component of a company's recruiting and HR operations. Hiring managers must ensure that their system can integrate with recruiting data and the entire employment ecosystem, like vendors, background checks, onboarding, e-signature and social media. Built-in and modular integrations help to eliminate redundant data entry procedures and streamline the workflow. [5]

The more effectively ATS can be work together with existing digital networks, the better the user experience will be. Integrating an such a software into a company's website is one of the simplest ways to get the most out of it. Top talent is interested to find insightful information about an employer and by embedding an ATS widget on a company's website, can make the brand more visible online and convert job candidates into new employees quicker. But more importantly, employers can avoid spending more budget and time to revamp their corporate webpage. [6]

5. Hudson, K. (2019, February). 10 Features every recruiter needs in their ATS. Jobvite Inc.

6. Rietsema, D. (2016, December). Integration is key to a successful ATS implementation. Lucerna LLC.

The candidate sourcing system is typically bought as 'software as a service' (SaaS), while ATS extensions can assist hiring managers to select and handle temporary employment requirements, such as shift management tools that are strongly rooted in HR functions. [7] It is also important to ensure automatic alignment of the organizations' human resources management systems, as many recruiters have several stand-alone systems that lead to duplicate data and inefficient workforce management. [8]

Failing to meet integration needs can be a real thorn for the business, especially when trying to update information real-time. This is a challenge that should be addressed during the ATS procurement process, by ensuring that the chosen solution is compatible with their in-house HR systems, such as employee databases, payroll systems, learning management systems (LMS) and document management programs that will help to create synergies. [9] Vendors, such as ATSs, recognize the value of creating a marketplace of comprehensive recruiting tools that work well with existing infrastructures, thus making it easier for talent managers to find and compare staffing options, for a more flexible, cost-effective, and innovative hiring approach. [10]

The software often connects with other channels, like Gmail, HRIS, screening tools, and video interviewing services in order to improve hiring capabilities. For example, a successful integration with HR software can easily import the new hires intro the employee database. [11]

In general, integrations can transform the hiring process, turning ATS into a powerful software, adequate to exploit a company's favorite applications and tools. It is critical, though, to carefully review all the integrations available, since 'more' does not always mean 'better'. The right choice should be based on practicability, otherwise, it would make things too complicated to handle or even not making any difference at all. [12]

7. SelectSoftware Reviews. (2021, February). The top 12 best applicant tracking systems. Fabric.

8. Puckett. J. (2015, April). When to upgrade your applicant tracking system. TechnologyAdvice.

9. Rietsema, D. (2016, December). Challenges to ATS implementation. Lucerna LLC.

10. Bersin, J. (2019, February). Recruiting software: A Guide for talent acquisition professionals. Ideal.

11. Bika, N. (2020, October). Applicant tracking system: Everything you need to know. Workable Technology Limited.

12. Springworks. (2019). How Applicant Tracking Systems (ATS) are simplifying the hiring process).

2. Overwhelming candidate management

Candidate management is the process of establishing and sustaining relationships with job seekers in order to achieve better recruiting outcomes and enhance employer's reputation.[13] Automation is tightly associated with improved candidate management and positive candidate experience, as it can offer hassle-free solutions during the screening phase. Empxtrack software, for example, has been a great choice for financial and advisory services with huge clientele, that wanted to simplify their process, especially when dealing with complex hiring procedures.

With the new system, recruiters were able to view and update real-time candidates' profiles and track their progress at any point of the hiring journey, from scheduling interview dates, to making a job offer and onboarding. In this way, automation helped a complicated process, like HR scheduling, to become extremely easy with a few clicks, by streamlining all candidates' workflow process, and therefore, maintaining HR operations efficient. In addition, the candidate experience improved, who were previously complaining about excessive waiting times and lack of co-ordination from the interviewers' side. [14]

13. Biswas, S. (2019, June). What Is candidate management? Definition, relationship management, and best Practices. HR Technologist.

14. Saigun Technologies. (2018, October). Simplify interview scheduling and candidate management with a customized solution.

Figure 2. Managing candidates at every stage on their hiring process by using the Empxtrack solution. Saigun Technologies. (2018, October). Simplify interview scheduling and candidate management with a customized solution.
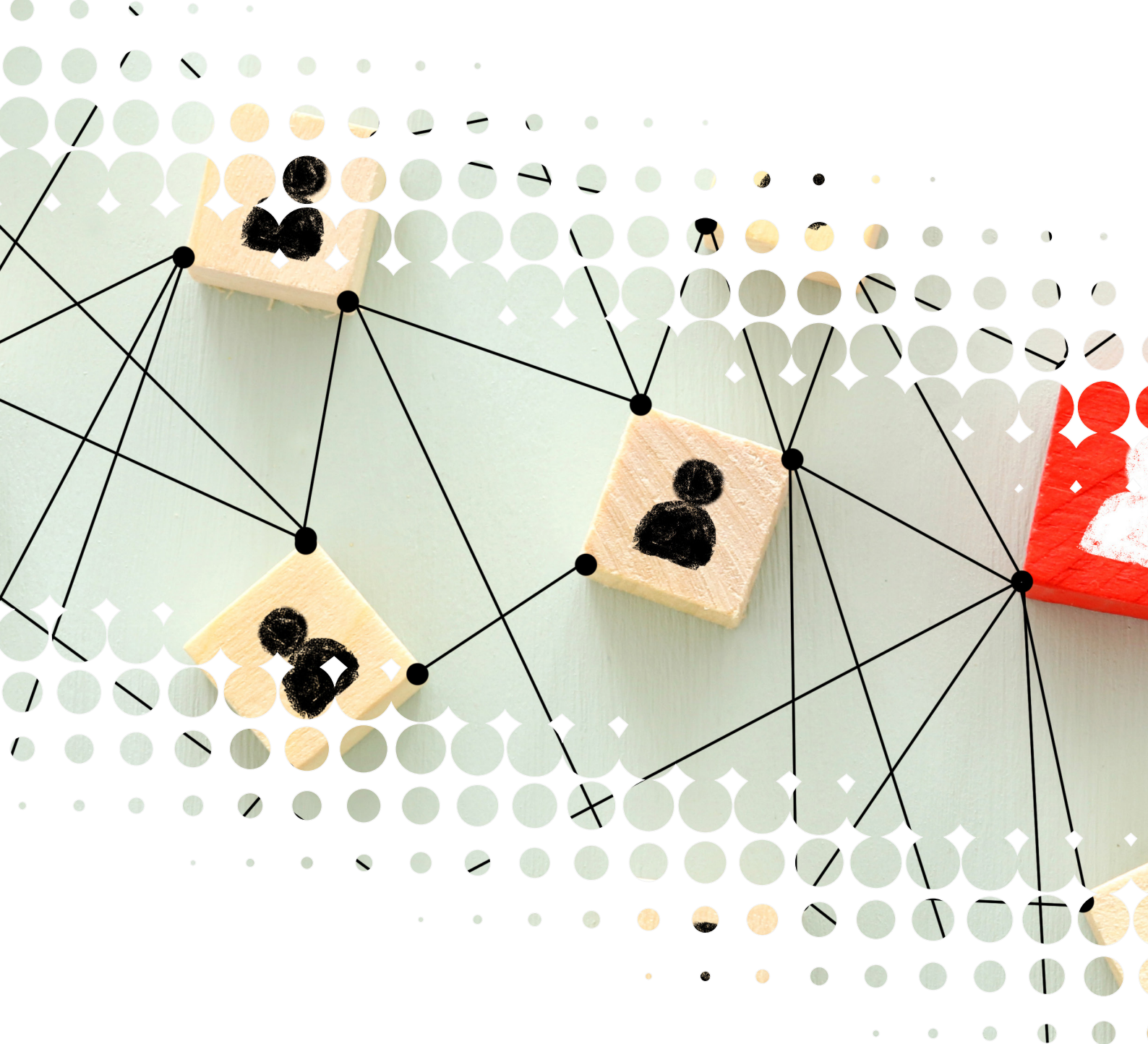

As automation becomes a common practice across businesses, recruitment managers will see significantly improved key performance indicators, since HR managers will be able focus on their core tasks and minimise the administrative, repetitive procedures. For instance, job posting and its approval can be performed instantly, while in parallel, the system can spot unqualified applicants and remove them from the process. *However, the most prominent benefits of an ATS are the following:*

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