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Hire Smarter: A Guide to Unlocking Your ATS's Potential and Edging Out the Competition for Talent



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Introduction

In today's fickle job market, hiring is a competitive game. The only way companies can get ahead when it comes to hourly roles is by keeping candidates engaged in an overstimulated world, guiding them through a quick-but-personalized hiring process, and extending a job offer before their competitors do. But reliance on legacy hiring processes that are designed for knowledge workers and involve manual input from recruiters is keeping a lot of recruitment teams stuck in the dark ages.

Traditional hiring practices ask too much of recruitment teams, which, in some organizations, consist of just a few people. These inefficient systems produce long wait times, present the risk of candidate drop-off due to lack of interest or communication, and cram recruiters' calendars with appointments, to which candidates may not even show up. Additionally, a lack of solid data collection methods means hiring teams are missing out on crucial information that could help them target the right candidates, identify process bottlenecks, and move candidates through the pipeline with ease. Such hiring obstacles ultimately hinder the growth and productivity of a business, which can negatively reverberate throughout the customer experience.

A recruiter's job was made easy with the introduction of the applicant tracking system (ATS), a software solution designed to address hiring snags like applicant drop-off, workflow buildup, poor communication with candidates, and little to no insight into whether a system was actually raking in quality hires. With an ATS as part of the recruitment team, recruiters have the opportunity to harness the power of automation to streamline once-manual processes, resulting in reduced costs associated with antiquated systems while also freeing up time in recruiters' schedules.

But an ATS is only as helpful as the knowledge of the people using it. And not all ATSes are created equal.

How can recruiters capitalize on the capabilities of this tech-savvy solution in order to minimize operating costs, achieve long-term revenue gains, and produce better business outcomes?

In this guide, we'll:

- explain how to optimize the features and functions of your ATS to build an indispensable hiring tool,
- explore the differences between a Corporate ATS and a Labor ATS,
- reveal best practices to help you get the most value out of your ATS, and
- share real-world examples of these strategies in play.

By maximizing your ATS and your existing talent pool, you'll be able to reduce drop-offs, decrease your cost-per-hire, and improve your bottom line. In short, an investment in an efficient Labor ATS is an investment in your company's future.