



# Hiring Software Buyer's Guide



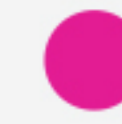
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## Essential Criteria

isolated

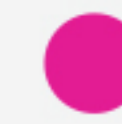
### Applicant Communication via Email & Text

Communicating with job seekers is a vital part of the hiring process. Does the system allow you to correspond with job seekers via email as well as text message?



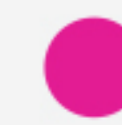
### Manager Collaboration & Tracking

Hiring is a team effort. Does the system have access controls, notes, ratings, sharing and other tools to enable collaboration throughout the process?



### Unlimited Logins

It isn't just HR managers who use hiring software. Are additional logins for your HR team and hiring managers included at no additional cost?



### End-to-End Hiring Solution

Applicant tracking is the core of a good hiring process, but can the platform manage your other add-ons such as background checks, assessments, onboarding, etc?



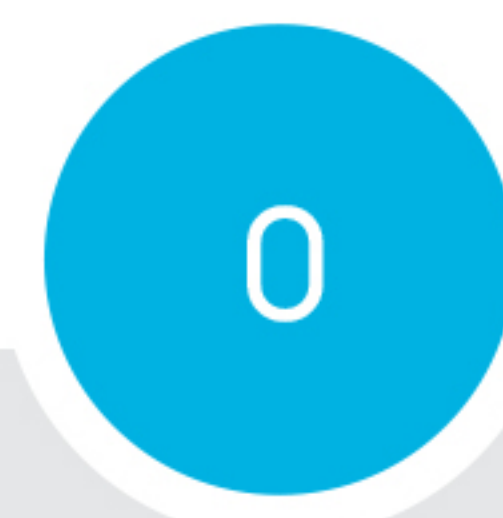
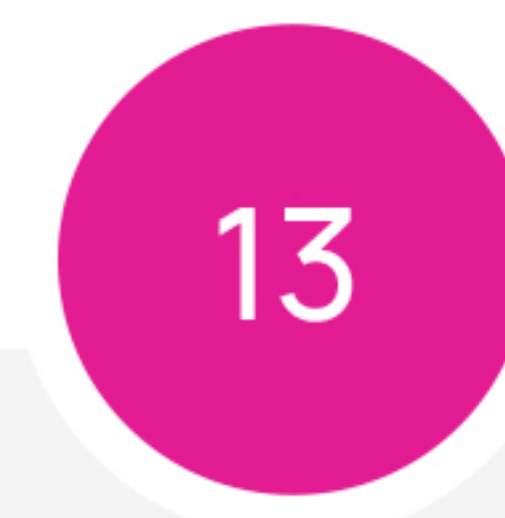
### Personalized Support & Hands-On Training

You will need help and advice to get a platform to work with your unique hiring process. Is support and training for your team provided for free with the system?



## Total Hiring Essentials

Estimated Monthly Cost



# We hope you find this worksheet was helpful

Want to see how we can help provide hiring peace of mind? We'd love to show you what's under the hood. No pressure, just quality conversation.

VISIT US ONLINE

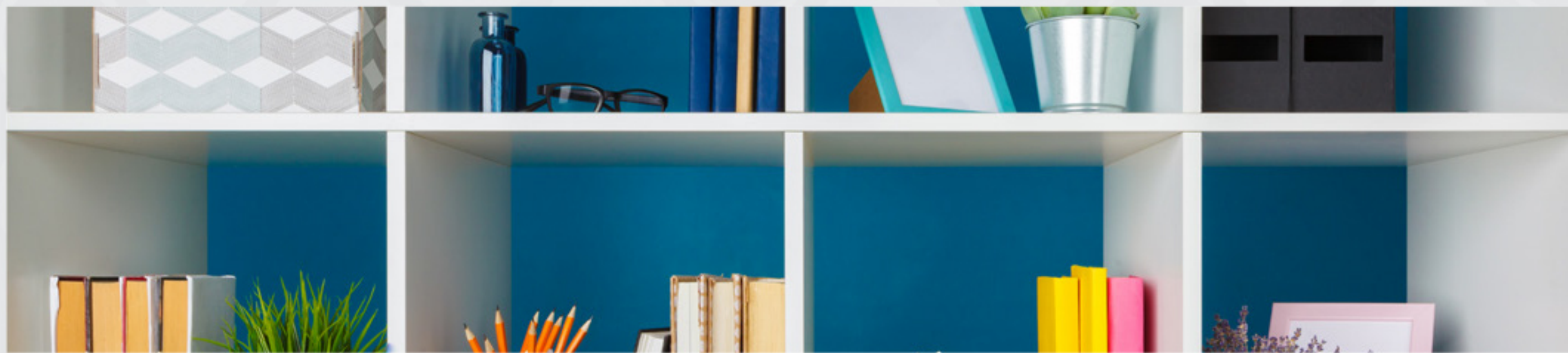


117 Main Street, Seymour, CT 06483  
Marketing@HR-Consulting-Group.com  
203.881.1755



# How to Convince Your Boss

Your company lacks good hiring software, but you have no budget. We've put together the following talking points to help you approach your boss. Forget about how it will make your life easier and focus on how a better hiring system will support your company's goals.



## An organized system will help us drive results.

Despite record-breaking unemployment rates in 2020, 81 percent of team members feel their job is secure this holiday season.

You wouldn't do online marketing without analytics.

You wouldn't run a sales team without a CRM and metrics.

...but we currently spend over \$3000 per hire without tracking, automation or metrics



## We are missing out on great applicants!

The best applicants have options. If we aren't fast enough, or if our process isn't good enough, we risk having our competitors beat us to the best talent.

- **90%** of people who read job ads don't apply.
- **60%** of applicants don't complete their application.

New users typically see **50-200%** more qualified applicants apply.



## Faster hiring will positively impact our bottom line!

Hiring great talent takes time, but having a critical job remain unfilled can cost as much as \$250 to \$500 per day. We aren't looking to make hasty decisions, but much of our time to fill a job is caused by bottlenecks and inefficient processes.

- Increased Overtime Pay
- Lagging Sales Activity
- Decreased Employee Morale
- Compromised Customer Service



## A better process will improve our reputation.

The first impression that we make with our employees happens when they visit our career site and apply for a job. What does our current process tell people about our company? Does it say that we value the applicant's experience? Does it tell them that we communicate effectively? Does it say that we embrace new technology? What if these job seekers are also customers?

### A Bad Experience Harms The Organization

- **42%** won't apply again
- **22%** tell others not to apply
- **32%** less inclined to purchase
- **9%** tell others not to buy

# Hiring Software Checklist

Managing an effective hiring process requires more than just a simple Applicant Tracking System. The software needs to adjust to your unique hiring approach, be backed up by a team of experts to support you, and be designed to maximize your results. This checklist will help you make an informed decision.

## Essential Criteria

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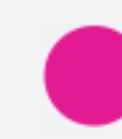
### Great Job Ads Get Results

Your team's strength is compliance, not marketing. Does the provider have experts available to help you write job ads that will make the best applicants want to apply?



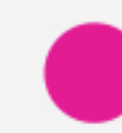
### Free & Paid Job Boards

Applicant flow is vital to a successful hiring process. Does the platform post to over 500 free and paid job boards without using a third party that charges additional monthly fees?



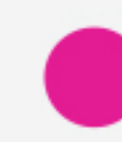
### Job Board Account "Apply" Integration

Starting the application on the job board increases applicant flow. Does the system have "apply" integrations with hundreds of job boards like Indeed, Glassdoor and ZipRecruiter?



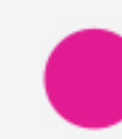
### Employee Referral Portal & Tracking

Employee referrals are one of the best sources of qualified applicants. Does the provider have a system that proactively pushes employees to share your jobs via email and social media?



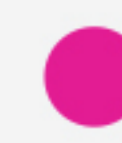
### Mobile Optimized Career Site & Apply Process

Over 89 percent of job seekers use their mobile phone to search for jobs. Does the platform provide a career site and application process that works on mobile?



### Job Seeker Support

From answering questions to uploading resumes, people applying to jobs ask a lot of questions. Does the company provide technical support to the applicants as they apply?



### Application Completion Optimization

Getting job seekers to your career site doesn't guarantee that they will apply. Does the company help you maximize the number of people completing applications?



### 2-Stage Application

Qualified applicants dislike filling out long initial applications. Can the platform allow for a short application initially, and gather the rest of the application at the point of interview?



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# Notes



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