Find Better Candidates Faster by Switching from Manual Hiring to Intelligent Recruiting Automation

Do you work in talent acquisition? Are you an HR director or business owner? If you are using paper-based recruiting processes, this eBook is for you. Let's discuss how you can hire faster and smarter by automating your recruiting processes.

How do you automate recruiting?

There is specialized software for managing the hiring process. It's called an applicant tracking system (ATS). It allows you to set up workflows, manage applications, communicate with candidates, post jobs to job boards, schedule interviews and collaborate with your hiring team.

An applicant tracking system is both inward- and outward-facing. When an applicant sees your job posting on a third-party job board and clicks the link to apply, they enter your ATS. Your website careers page links to your ATS. You send emails to candidates in your ATS.

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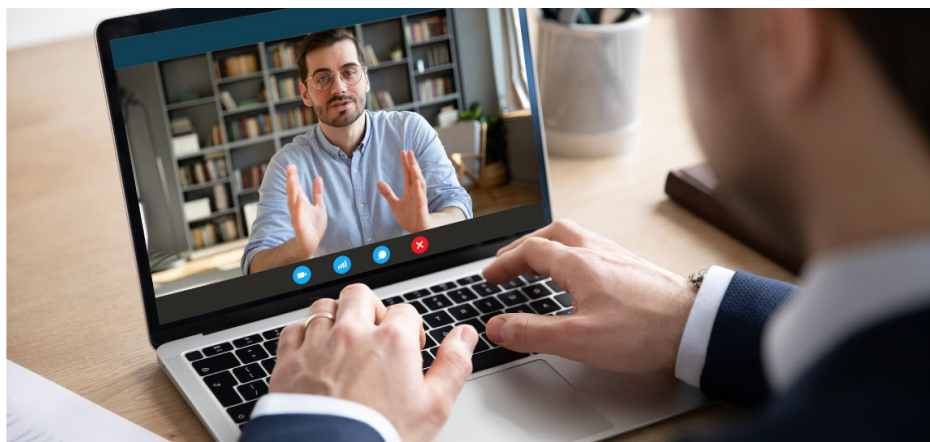
How can an ATS help you improve talent acquisition at your organization?

1. Find more qualified candidates by expanding your recruitment marketing reach

2. Provide a mobile-friendly hiring process (a majority of job seekers use a mobile device in their job search)

3. Save time and hassle with single signon posting to multiple job boards

4. Improve efficiency and communication by standardizing hiring workflows

5. Simplify high-volume hiring: track and manage hundreds of applications from a single database

6. Quickly isolate a pool of top candidates with automatic screening and filtering

7. Simplify interview scheduling and stop losing candidates because of scheduling confusion

8. Reduce cost-per-hire by automating manual processes

9. Strengthen your employer brand by providing an applicant-centric hiring process

10. Simplify hiring compliance with structured interviews and bias-reduction settings

11. Measure performance of job boards and social media sites to identify the most effective hiring channels

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Prescreening questionnaires qualify candidates immediately

You post the job. Then the applications and resumes flow in. Now the tedious, time-intensive prescreening work begins. This is where you whittle your application pool down to the candidates you want to schedule for a phone interview. The prescreening stage is a bottleneck for many recruiting teams. Especially for positions that attract hundreds of applicants.

If any recruiting task has been screaming for automation, this is the one. In an ATS, you can create applications with YES/NO questions and assign point values to multiple choice questions. Designate some as "knock-out" questions. These are deal breakers. For example, suppose you are looking for a home health aide who must have a CNA and valid driver's license. Include a question in your application for each qualification. If the candidate answers NO to either question, your ATS will mark the applicant Do Not Pursue. You will see them in your ATS database, but you won't waste time reading their resume.

Does prescreening take out human evaluation?

No. It simply eliminates the need for unnecessary evaluation. It gives you more time to engage with the most promising candidates. Prescreening plucks the best from the larger pool. When your ATS has identified them, start the human review. Send the resumes to the hiring manager. Do phone screens.

Advance to in-person or video interviews. Your ATS supports your processes. Prescreening lets you spend your time where it will have the most impact.

Branded recruitment marketing helps your company stand out

ATS lets you brand your recruitment marketing. Job postings, applications, and candidate emails blend seamlessly with your overall branding. This helps your company present a cohesive image to applicants, customers, employees and investors. This can give you a competitive edge–especially if you are in an industry with a relatively low ATS adoption rate.

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Stage change email triggers keep candidates engaged

In your ATS, create a workflow with hiring stages. Base it on your team's manual process. Create email templates for each stage. "We've received your application," "Your interview has been scheduled," etc.

Insert merge codes to pull the candidate name, job position and other information. Then let automation do its thing. When you move a candidate to a new stage, your ATS sends an email.

Recruiters without auto-emails often **ghost candidates** when they get too busy. This is not only rude, it trashes your employer brand. Auto-emails are indispensable if you want to hire fast and protect your reputation.

Create a talent pipeline

Today's hiring challenges call for multiple recruiting techniques. One of these is creating and continually expanding a talent pipeline. An ATS collects and tracks applicants for your current job openings. Plus, it retains all applicants' pertinent info in your database. This is critical for meeting long-term staffing needs.

Forward-thinking companies create and nurture relationships in their talent pipeline. In the same way CRM systems help you connect with potential customers, an ATS allows you to engage with applicants who weren't hired the first time around but may be perfect for a position in the future.

Take the headache out of job board management

It's a hassle to remember login credentials for Indeed, ZipRecruiter, CareerBuilder and the other job boards you post to. Single signon makes sure the posting process doesn't slow you down. Once you are logged in to your ATS, you can post to connected job boards without signing into each one. Some ATS integrate with job distribution platforms that post to over 20,000 sites.

Standardize candidate scoring to make better hiring decisions

Standardized candidate scoring not only speeds up the process, it helps you make better hiring decisions. When all candidates are evaluated with the same (customizable) scorecard, it prevents bias and puts all candidates on equal footing. This is how it works:

1. Create scorecards for each candidate.

2. Each member of the interview team fills one out.

3. Your ATS tallies the scores.

4. Sort on top scoring candidates.

Communicate faster with in-application texting

Texting is a relatively new ATS feature that will soon be a must-have. Since texting is many peoples' preferred method of communication, it works great for engaging with applicants. Most people respond to a text within a few minutes–far faster than they generally respond to an email. However, if each hiring team member texts candidates from their own phone, it can cause as many problems as it solves. With ATS texting, you save a record of text conversations in a centralized location. Everyone on the hiring team can see the conversation history. And multiple members of the hiring team can text as if from the same person, allowing you to collaborate seamlessly and professionally.

Interview scheduling made easy

ATS calendar integration removes another common hiring process bottleneck. Each member of the interview team marks their availability on a shared calendar (generally Google Calendar or Office 365). The ATS sends an email or text to the applicant with a link to the calendar. When the candidate opens the calendar, they will see pre-approved interview time slots. This reduces the typical 4-5 day slowdown caused by the back-and-forth of coordinating schedules. Make sure your competitor can't swoop in and hire your top candidate while you are trying to set up an interview with phone calls or emails. Once you try candidate self-service scheduling, you'll kick yourself for not doing it sooner. In addition to eliminating scheduling headaches, it also shows your company's commitment to technology-driven efficiency and convenience.

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Millennials and Gen Z now comprise **38 percent** of the workforce. In the next decade, these two generations will increase to 58 percent of the labor force. Millennials use digital tools almost exclusively and Gen Z are digital natives. It's difficult to attract and delight talented applicants from these demographics without automated recruiting software.

Interview strategically with structured interview templates

Structured interviewing is a best practice used by successful companies. With a structured interview, each candidate is asked the same questions in the same order. Hiring managers and other team members choose questions based on the position and hiring laws. In your ATS, you can create interview templates for each job role. This will help prevent both conscious and unconscious bias from entering the interview process. Structured interviews using carefully-chosen bias-free questions help candidates from underrepresented groups have a fair shot at the position. Plus, they help protect your company from EEOC violations.

Mobile recruiting lets you hire from anywhere

ATS have companion mobile apps. They allow you and your team to manage recruiting from anywhere. You can access your ATS dashboard from any connected device. How are your job postings performing? Which applicants have completed screening questionnaires? Who's interviewing tomorrow? You have all that in your pocket. Around-the-clock.

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A mobile candidate experience attracts the talented professionals your business needs

Another equally valuable benefit is the fact that candidates can apply and engage with you from a mobile device as well. This is particular important for entry-level hourly positions. Many job seekers in this demographic use a smartphone to manage their lives. If your application can only be accessed on a laptop computer, you are writing off a large portion of the talent pool. A hassle-free candidate journey creates a compelling employer brand.

Onboarding integration ensures new hires hit the ground running

When you hire a new employee, you want them to start contributing as quickly as possible. Automated onboarding improves engagement, retention, and your overall employer brand. When your new hire accepts your offer letter, your HRMS emails them a link to the New Employee Onboarding Portal. The portal walks them through all the paperwork. Your administrators can monitor task completion. The new employee can fill out all the paperwork at home before they arrive at work their first day.

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By the numbers: 6 key findings about talent acquisition today

1. **60% of job seekers** have quit filling out an employment application due to its length or complexity. (**SHRM**)

2. Organizations that invest in a strong candidate experience **improve the quality of their new hires by 70%**. (**Glassdoor**)

3. **83%** of talent say a negative interview experience can change their mind about a role or company they once liked, while 87% say a positive interview experience can change their mind about a role or company they once doubted. (**LinkedIn**)

4. 80% of job seekers say they would be discouraged to consider other relevant job openings at a company that **failed to notify them** of their application status. Yet they would be **3.5 times more likely to re-apply** to a company if they were notified. (**Workplace Trends**)

5. 85% of the 13,000 job seekers surveyed from North America, EMEA (Europe, the Middle East, and Africa) and APAC (Asia Pacific) regions claim that **consistent communication** throughout the recruitment process is the top driver of candidate satisfaction. (**Allegis Group**)
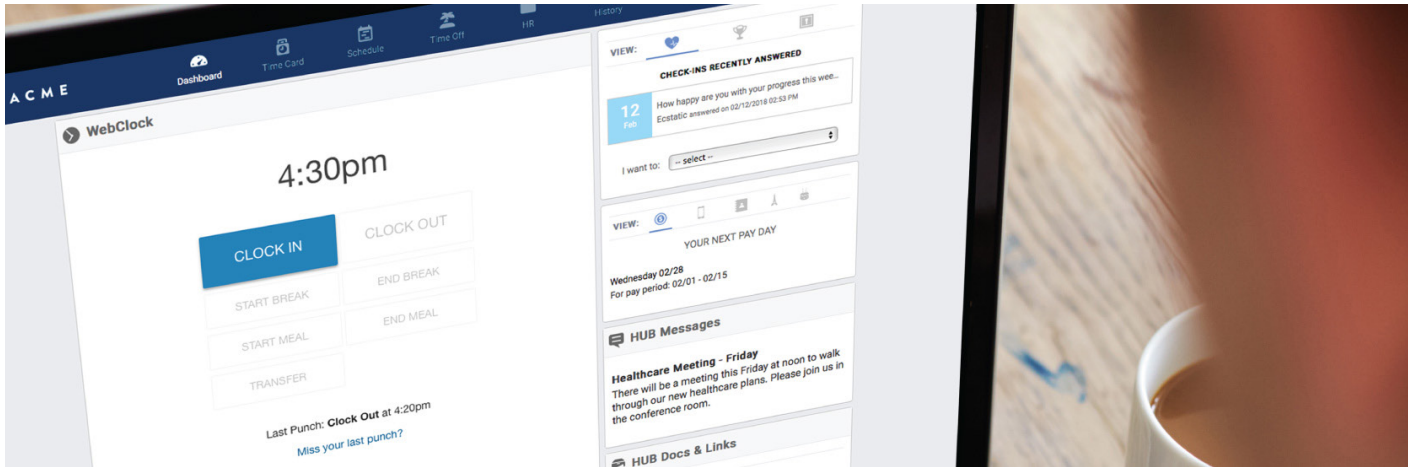
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Automate recruiting intelligently with WorkforceHUB

WorkforceHUB is a full-featured Human Resources Management System (HRMS) from SwipeClock. WorkforceHUB is designed for small to mid-size organizations with remote, onsite and mobile employees.

WorkforceHUB includes:

- sATS

- Onboarding

- HR Management

- Timekeeping, Scheduling and PTO

- Payroll Integration

- LMS Integration

- Benefits Enrollment

- Performance Management (-And Much More)

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How Workforce ATS helps you save time

	Workforce ATS	Manual
Extensive search capabilities (including Boolean AND/ OR syntax): sort and search by any candidate value including application date, average score, zip code/ commute distance, or keyword.	X	
Pre-built and customizable email, interview, job description, and scoring templates.	X	
Prescreening questionnaires with qualifying questions and weighted scoring.	X	
Automated workflows: include as many hiring stages as you need to mirror your company's process.	X	
Set stage-change triggers based on your workflow. For example, you can trigger an email, internal task reminder, or background check when you move a candidate to the next stage in the hiring process.	X	

How Workforce ATS helps you save money

	Workforce ATS	Manual
A small internal hiring team can manage high-volume hiring with multiple open jobs simultaneously.	X	
Job board performance analytics help you determine where you receive the most ROI for your recruiting budget.	X	
End-to-end hiring and onboarding automation.	X	
Online onboarding saves time and money for applicants and the HR team.	X	
Integration with JobTarget job distribution platform (links to 20,000+ job boards including diversity, specialty, regional, and function-specific)	X	
Reduce dependence on expensive outside agencies.		

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How Workforce ATS creates an exceptional applicant journey

	Workforce ATS	Manual
In-application texting (98% open rate vs. 20% for emails). Communicate with your candidates using the method they prefer.	X	
Customizable applications; ensure your applications are short and candidate-friendly.	X	
Personalized auto-emails keep your applicants updated throughout the hiring process with an email that contains their name and the job position to which they applied.	X	
Applicant interview self-scheduling with Office 365 or Google Calendar. Email the candidate a link to the calendar.	X	
Branded job postings.	X	
Branded company careers page.	X	
Manual posting links for niche job boards.	X	
Structured interview templates allow you to create legal, bias-free interview scripts that level the playing field for applicants.		
Mobile-friendly application interface.	X	

In this eBook, we have discussed how to automate hiring processes. With WorkforceHUB, you can automate all of your Human Resources workflows, as well. This will make life easier for everyone at all levels of your organization. It will save you many hours per week and improve the accuracy of your people data.

What could you do with more hours in your workweek? Improve engagement among your remote team members? Create a careers path program so your best employees won't look elsewhere for advancement opportunities? Design a post-pandemic back-to-the-office plan? Let's discuss how WorkforceHUB can improve your organization. To schedule a demo and talk to an HRMS specialist, visit **SwipeClock**.

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