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Staying ahead in the war for top talent

An iCIMS Hire Expectations report **iCIMS**
Hire Expectations™

The 5 Essentials for Talent Acquisition Software

We are in a new era of recruiting today, with changing workforce and candidate behavior, rapidly evolving social networks and technology, and a shifting landscape in the business in general. Many companies find themselves unprepared or ill-equipped to operate in this new environment. In order for an organization to ensure that it is recruiting and maintaining top talent, they need modern, specialized recruitment technology that is designed to meet today's Talent Acquisition goals. This paper outlines the 5 essentials that companies should consider when reviewing Talent Acquisition software systems. Before we dive into the 5 Essentials for Talent Acquisition software, let's review some of the challenges faced by recruiters today.

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Challenges Faced by Recruiters

APPLICANT TRACKING

Long gone are the days when email folders and filing cabinets could be considered viable systems for searching and screening candidates. The war for top talent is becoming increasingly competitive, and a leading Talent Acquisition software system is the key to keeping candidates organized, and ensuring that your ideal candidate isn't being lost in the shuffle.

With Talent Acquisition Software, businesses ensure that resumes won't get lost in the shuffle, and that candidates won't slip through the cracks. Primary benefits of applicant tracking include eliminating duplicate records for improved candidate tracking, as well as using application history to better determine candidate qualification. Within this organized process, businesses are also able to efficiently identify and notify qualified candidates of

positions within the organization as well as stay informed of all key candidate data in one centralized location.

REPORTING AND ANALYTICS

Three out of four organizations claim that they are not adequately measuring the success of their recruitment and candidate management initiatives. Some of the more difficult tasks include determining which recruiting methods are working, which are lacking, and what these metrics mean for the future. Without a high-quality centralized reporting system, identifying important metrics can be both confusing and time consuming.

A proficient Talent Acquisition System enables flexible reporting capabilities including such industry standard reports as cost-per-hire and time-to-fill, as well as source effectiveness reports for better allocation of recruitment resources and automated EEO/OFCCP tracking and reporting to help present management with an accurate picture of the talent recruiting operation. In addition, these metrics can be reported in real time, across multiple departments, locations and business units.

ONBOARDING

With a decreasing sense of employment loyalty and increasingly expensive turnover rates in today's workforce, a well-managed onboarding program is needed for businesses to succeed. In general, a solid onboarding program is widely recognized as being a critical component to new-hire engagement and retention. One tactic that some companies have been using is engaging with new hires earlier, even before their official first day. Providing new hires with easy access

to employment information and pre-employment forms prior to the first day of work will create a comfortable environment for new hires; thereby enhancing employee retention, productivity, and overall satisfaction.

Leaders of organizations from every industry are investing additional time and financial resources in coordinating a best-in-class onboarding program to ensure the retention of their top talent and decrease new-hire time-toproductivity. Utilizing Talent Acquisition software equipped with onboarding capabilities facilitates numerous processes including self-service completion of new-hire forms, scheduling of employee orientation, internal notification to key parties, and more.

Selecting the Right Software: The 5 Essentials

The search for Talent Acquisition software may be vast and sometimes confusing. Since no two systems are the same, it's important to first determine what your company's needs are and then aim to match those with vendors that can cater to those needs. In order to evaluate exactly what your company needs, create a list of essential "must haves" that can help you eliminate unqualified vendors. This list might include social media capabilities, free customer support or perhaps the platform must be Software as a Service (SaaS) or web-based software rather than installed software. Identifying which vendor best fits your organization will ensure a smooth transition without unexpected disappointments. In order to facilitate identifying your companies' "must-haves", take a look at some of the defining factors that follow.

1. SUPPORT

The most essential element in ensuring your company has an ideal customer experience is support. A superior vendor will offer a product expert to work directly with you to ensure that the first, critical phase (software implementation) is handled professionally, on time, and to your satisfaction. After implementation, a team member (accustomed to your company's unique business needs) should be readily available to oversee your account with a single goal in mind: 100% customer satisfaction. The final component should include support experts, available 24 hours a day Monday through Friday, to answer your questions and concerns. Whether it's through a tollfree 800 number or by email, your vendor should guarantee direct access to a member of their team in real time.

A superior vendor will also be proactive and offer various opportunities for you and your colleagues to learn how to master the software as well as adopt best practices. This could include free training, weekly webinars, video library training, and more. In addition, training offerings should be tailored around each organization's unique needs and preferences. In the end, every size company should benefit from access to enterprise-level support.

2. ABILITY TO GROW

If you are looking to optimize your recruiting operation with specialized talent acquisition technology, then it likely means that your organization is growing. When reviewing software vendors, evaluate whether the system is able to scale as your company grows. Look for Talent Acquisition Software that provides inherent scalability where you can easily

enhance your platform without purchasing, implementing, or training users on additional or new systems.

3. EASE OF USE

It is important to choose a system that is easy to use. What good is a software solution if it's too difficult to use? While it's easy for any vendor to claim that their platform is easy to use, take a look at some other indicators. Has the company won any awards for the ease of use of their platform? How's their customer satisfaction rating? What about their client retention rate? Many vendors will also include case studies featuring customer success stories. Take a look at these and see what other companies are saying about the system.

4. SPEED AND SECURITY

Organizations can greatly benefit from a Software as a Service (SaaS) platform for their Talent Acquisition system. Advantages include no installations as well as the relief of numerous burdens including support, maintenance, and upgrades from the end-customer.

In addition, data security is a vital component to any successful outsourced application hosting service. Look for recruiting software that securely stores information remotely as well as backs up all of its data frequently as part of a protocol for disaster recovery.

5. VALUE

When an organization is considering Talent Acquisition Software, the crucial deciding factor can be the price to value ratio. To get the best value, greatest ROI, and perfect fit for your company, it's critical to consider the

importance of the following attributes:

- Value
- Single
- Platform
- Scalability & Configurability
- Customer Service

Look for scalable software that can be configured according to your company's unique hiring management processes as well as capable of accommodating your evolving needs as your organization expands or as processes change. These attributes will ultimately provide a greater value to your company's needs.

As mentioned earlier, customer support is a key essential for Talent Acquisition software. When combined with the convenience of a single platform, as well as the software's inherent scalability and configurability, it creates an added value for your company. Therefore, avoid vendors that offer customer support at different levels for different prices. Your organization should not be considered "less than", nor should you have to pay premium prices for customer support as your company expands.

When considering price to value ratio, look for and review these three attributes – single platform; scalability and configurability; customer support. These attributes are vital assets to an organization that is constantly growing and changing.

About iCIMS Hire Expectations Institute:

iCIMS Hire Expectations Institute (HEI) provides hiring professionals and job seekers with a community for the latest recruitment tips, technology developments, career advice, and industry insights. Providing resources for both parties of talent acquisition, HEI strives to bridge the gap between employers and job seekers by helping job seekers with their professional development and career goals, while helping hiring professionals stay well-informed on the latest recruitment trends, job seeker and candidate behavior, and technology advancements. With a growing urgency to find the best talent and an increasing number of people and opportunities in the job market, HEI helps its readers navigate a dynamic landscape of rapidly changing requirements, behavior, and technology in recruiting and job-seeking today.

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