

In-house Recruitment Network presents

Recruitment Data, Applicant Tracking and Technology

Are You Getting It Right?

in-house
RECRUITMENT
network

 **hireserve**
recruitment software

Introduction

In-House Recruitment Network were delighted to host 30 management-level In-house Recruitment & HR professionals for an in-depth breakfast event on Recruitment Data, Applicant Tracking and Technology.

Four specialist speakers offered their expertise on various topics including springboarding your talent management and candidate attraction strategies, effective recruitment technology and accessing the right recruitment data.

These inspirational presentations were accompanied by our hugely valuable roundtable discussions, where experts of the recruitment industry gathered to share their views on the topics covered.

A very special thank you to Our Speakers



Jessica Hayes,
Head of People &
Talent
Lostmy.name



Sophie Power,
Recruitment
and Talent
Professional
**Global Web
Index**



Seamus Byrne,
Founder,
Sapient and VP,
EMEA, SNP
Communications
Sapient



Vicky Thorburn,
Global
Resource
Planner,
**BuroHappold
Engineering**

In partnership with  **hireserve**
recruitment software



About

The In-house Recruitment Network is the industry's fastest growing community of in-house recruiters and HR professionals.

Members of the community benefit from specialist breakfast events, influential conferences and the hugely popular In-House Recruitment Awards

With 10,000 members, the In-house Recruitment Network is the largest and most active professional network of in-house recruiters.

The In-house Recruitment Network hosts over 25 high-calibre events and gatherings each year, making it the ideal environment for specialist peer-to-peer discussions and networking.

Hireserve has been delivering outstanding recruitment software to recruitment teams across the world since 1997.

Specifically designed to meet the needs of the recruitment industry, Hireserve offers fast, flexible and secure recruitment software that transforms complex HR & Recruitment challenges.

Hireserve ATS, a powerful Applicant Tracking System, has been built off the back of 20 years experience in the HR and technology industries.

With a mantra dedicated to building long-term relationships with clients, Hireserve offers a support service that ensures customers get the very best out of their state-of-the-art recruitment software.



The biggest recruitment data, applicant tracking and technology challenges

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The Best Tech Solution to Data

Recruiters thrive off of data - there's never too much data to give you a better understanding of who's applying, what you need to be targetting, talent pools, trends and much more. It's one of many reasons why so many recruiters now rely on an Applicant Tracking System (ATS).

Despite the modern-day reliance on an ATS, there are still plenty of barriers that prevent recruiters from putting faith in new technology, from restricted budgets to not obtaining the information they really need.

Some recruiters have even suggested that their ATS is not living up to expectations, while others have admitted to being concerned about the migration process from spreadsheets to something more comprehensive.

Befriending an ATS

While many recruiters already use an ATS, others are still sceptical. If it ain't broke dont fix it as they say, especially when you seem to be managing with spreadsheets, manual processes or a simple CRM. However, there are many benefits an ATS provides that you won't get from any other system in place.

Not only can you reduce recruitment-related costs and improve cost per hire, you can ensure best practices throughout the recruitment process and significantly reduce the amount of paperwork that changes hands during a typical application.

An ATS isn't just a huge step forward for your recruitment strategy, it's also a clear benefit to the candidate in terms of application experience and communication.

+81%

of hiring managers agree using new tech will greatly improve the hiring process in 3-5 years

The Hiring Process Report - Kelly

Data, ATS & Tech Challenges

- Tracking data efficiently
- Finding info on successful source of hire
- Getting the information needed from reporting
- Getting used to using an ATS
- Integrating an ATS with other systems
- Making the application process an enjoyable experience for candidates

Top Tip

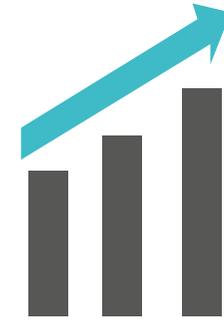
Visit tech-related recruitment events that offer greater insight into the benefits of an ATS

The short, medium and long-term goals for recruiters in data, applicant tracking and technology

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Short Term Goals

- Increase rate of hire
- Ensure the ATS is working efficiently
- Research on an ATS that will work with an existing strategy
- Record all data



Medium Term Goals

- Use the ATS to create an effective talent pipeline
- Improving the candidate application experience
- Fill more roles



Long Term Goals

- Identify a long-term talent pool
- Retaining candidates
- Focus on diversity and being one step ahead of the industry



Overcoming recruitment data, applicant tracking and technology challenges

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Data Tracking

- Realise the potential of data tracking - how it can benefit you
- Use data tracking to define your talent pool and reach out to the candidates you need

Reporting

- ATS's make sense of huge amounts of data using their reporting functions
- You can use your ATS to report on the success of specific campaigns
- Run reports on Cost-per-Hire, Source of Hire, Requisition etc.

ATS Integration

- Many ATS's integrate seamlessly with other tools you may already be using
- Prior to choosing your ATS, create a family tree of compatible tech so that other beneficial tools can be integrated in the future

Source of Hire

- Find out how you are seen or assessed online
- Capture the source of hire data from an application using your ATS
- Biggest sources of hire - Employee referrals, Indeed & existing employees

Using an ATS

- Research the benefits of an ATS - how it can work with your current strategy
- Develop a strong relationship with your supplier to prepare for implementation and hit the ground running
- Be prepared to put time aside for the migration process from data collected in spreadsheets

The Application

- ATS's ensure the application process is completed within the system, using simple online application forms and CV upload portals all on the same page
- This is far easier for candidates than having to manually email CVs

The 3 most important points on recruitment data, applicant tracking and technology

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Benefits of an ATS

An ATS offers numerous benefits to the recruiter, not least a reduction in recruitment-related costs which ultimately saves you on Cost-per-Hire.

You will also notice a far more streamlined recruitment process that ensures the upmost efficiency, reducing Time to Hire in the process. There are also improvements in communication both internally and externally, whether it's through efficient data collection or contact with candidates.

You get the opportunity to think ahead, creating a database for the future - whether that's identifying talent pools or in-house job transitions. There's also an opportunity to improve your employer brand with an ATS - which drastically improves your overall



60%
of medium-sized
companies use an ATS

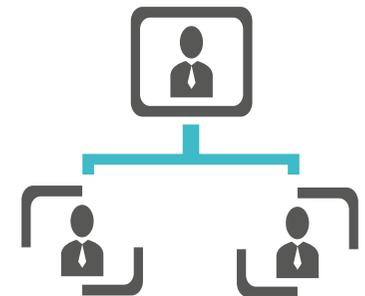
TalentSquare

We don't have to get so granular to see where an ATS can benefit your recruitment strategy either. For instance, ATS's fix the issue of duplicate submissions for jobs, which can prove to be a nuisance for anyone attempting to build a spreadsheet of all this data.

What many recruiters who use an ATS find most appealing of all is the level of intelligence an ATS can give you on employment trends and the candidates themselves. This information gives you a platform to make informed decisions on your recruitment strategy, especially when you are looking to recruit for critically skilled positions.

Top Tip

Benefit from ATS systems that integrate seamlessly with social media - expanding your potential Source of Hire to the likes of LinkedIn and Facebook



The 3 most important points on recruitment data, applicant tracking and technology

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Recruitment Data

With an efficient ATS comes an open door to all kinds of helpful data that can shape your recruitment strategy for the better.

So how can you make the most of recruitment data to ensure there is an upward curve in efficiency levels? Here's what to do:

Making the most of Recruitment Data

- With assessment data you can effectively construct an interview process that reflects both your requirements and the skillset of the candidate.
- Pinpointing the candidates that accurately reflect the job description becomes easier - use the data you collect to improve the efficiency of volume screening and identify the values required for a specific role.
- Source reporting can help you understand which channels are most effective for certain roles, so you can focus your efforts and budget on these in future.
- You can configure bespoke assessment and screening processes to enable Hiring Managers to review candidates efficiently and to increase their levels of autonomy and engagement in your hiring process.



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Candidate Experience

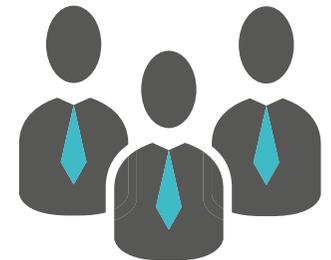
We've covered the application process briefly already, with candidates benefitting from the online application experience, configured and tracked from within your ATS.

So what other benefits are there for the candidate? Here are some examples:

ATS - Improving the Application Process

- Candidates who apply through an ATS become more familiar with your employer brand - you can use an ATS to build an application process which features your company logo and colours.
- Contacting unsuccessful candidates is an issue for anyone without an ATS because it's difficult to stay on top of all your applications - especially if a job proves to be popular. You can use an ATS to deliver automated emails to unsuccessful candidates, which can be styled or customised depending on the message you are looking to send out.
- The social media functionality of an ATS means you can keep candidates in the loop about the vacancies you have made available. It is therefore highly likely that your vacancies will reach both active and passive candidates.

40%
of applicants will abandon an application on their mobile if the ATS isn't mobile friendly
CareerBuilder



Top tips on recruitment data, applicant tracking and technology

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Choosing the right ATS for you

ATS's come in different forms meaning there is a solution that meets all budgets and hiring processes. Make sure it can be tailored to your specific needs and can integrate with a range of other systems to help you implement a 360 degree view of your hiring and on-boarding process.



Using data efficiently

Data is the gift you get from using an ATS - so why not use it efficiently? You can make the most of your talent pool, improve your internal processes, engage candidates more effectively and enhance your employer. Data offers endless possibilities so making the most of it is essential.

Candidate experience

Integrating an ATS should improve the candidate experience instantly - but you can go even further and customise the way in which you deliver news of a vacancy to the talent pool. With tools that allow you to reach out to any candidate, anywhere, there's no reason why you can't significantly increase the amount of engagement and recognition you get as a result.



The speaker presentations

Click on the image to view

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Jessica Hayes, Head of People & Talent
Lost My Name

Sophie Power,
Recruitment & Talent Professional,
Global Web Index

Recruitment Data, Applicant Tracking & Technology:

Are You Getting It Right?

Seamus Byrne

*The wise adapt themselves to circumstances,
as water molds itself to the pitcher.
Chinese proverb*



RECRUITMENT DATA -
A PRIMER FOR IMPLEMENTING A
NEW ATS
(OR SHAKING THINGS UP)

BUROHAPPOLD
ENGINEERING

Vicky Thorburn
Global Resource Planner

Seamus Byrne, Founder, Sapient and
VP, EMEA, SNP Communications

Vicky Thorburn
Global Resource Planner, Burohappold
Engineering

Recruitment data, applicant tracking and technology - Conclusion

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‘The benefits of new
technology are clear - it’s
integrating them that’s the
issue’

The presentations and discussions we had during this event highlighted the impact technology has had on recruiting - yet with every major benefit comes more questions.

Utilising the many benefits of an ATS will undoubtedly increase engagement but what does this mean for existing data and applicant tracking strategies?

The truth is that - although many are hesitant to introduce an ATS to their system, or even question the benefit of an ATS in general - ATS’s are more likely to adapt to future trends, which makes dependencies on ATS’s all the more likely.

An efficient ATS could be the leverage you need to take your recruiting to the next level - so it’s almost certainly worth the risk.

Thanks for reading!

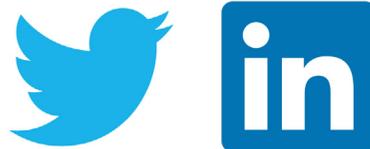
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