

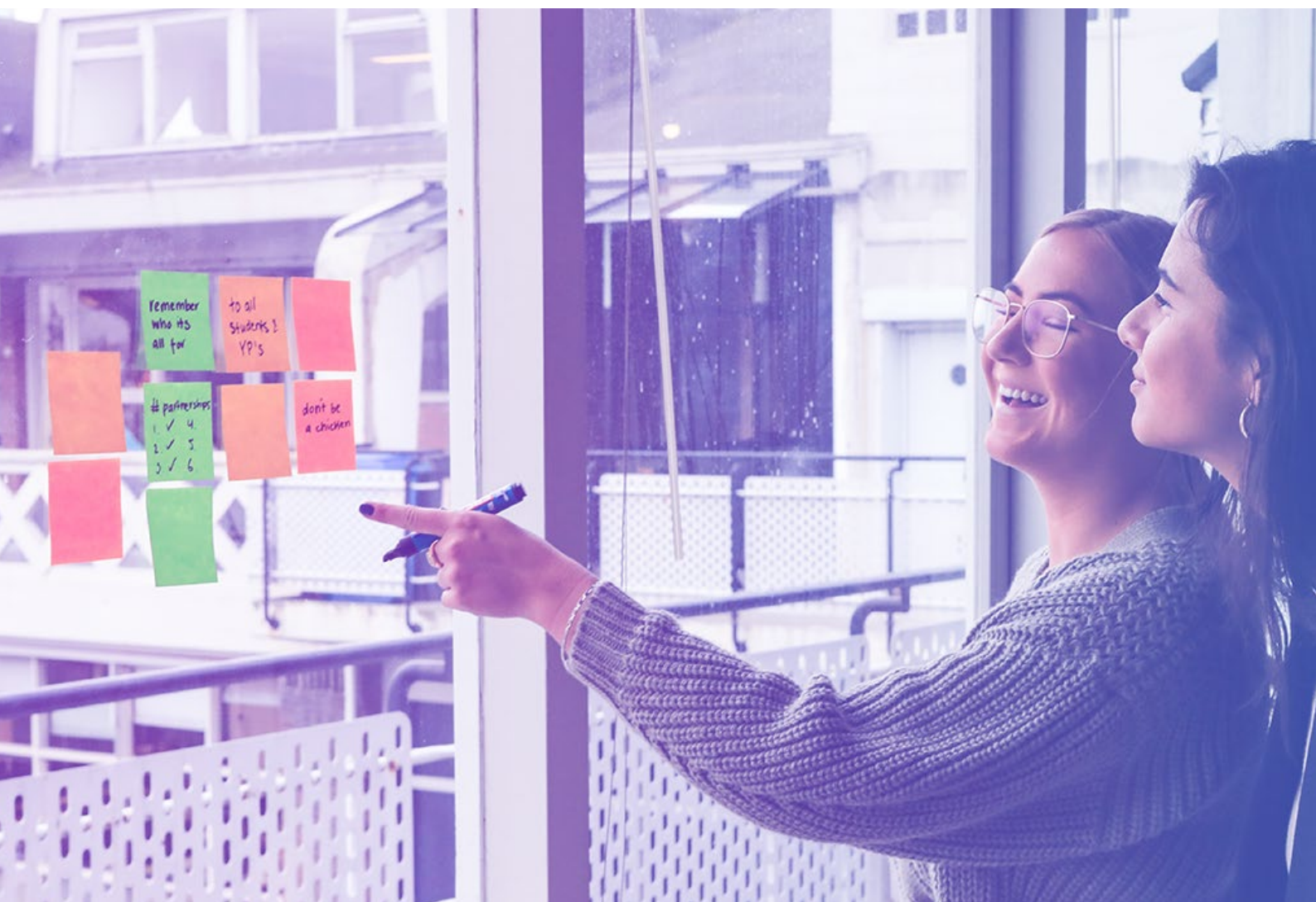


# The Recruiting Technology Buyer's Guide

In the market for new technology? You're not alone. As 2021 budgets are confirmed, businesses everywhere are eyeing new ways to extend their impact and hone their processes.

For HR teams, this starts with the recruitment process. A [recent PWC survey](#) found that the most common goal for HR professionals investing in technology was the improvement of talent acquisition, closely followed by improving the employee experience and career development offerings.

There are a few reasons that so many organizations want to spend more on HR tech and that [60 percent](#) of SMBs have already invested in an ATS platform. Improving talent acquisition in 2021 means increasing hiring efficiency without sacrificing [quality-of-hire](#) and candidate experience – the central promise of hiring technology.





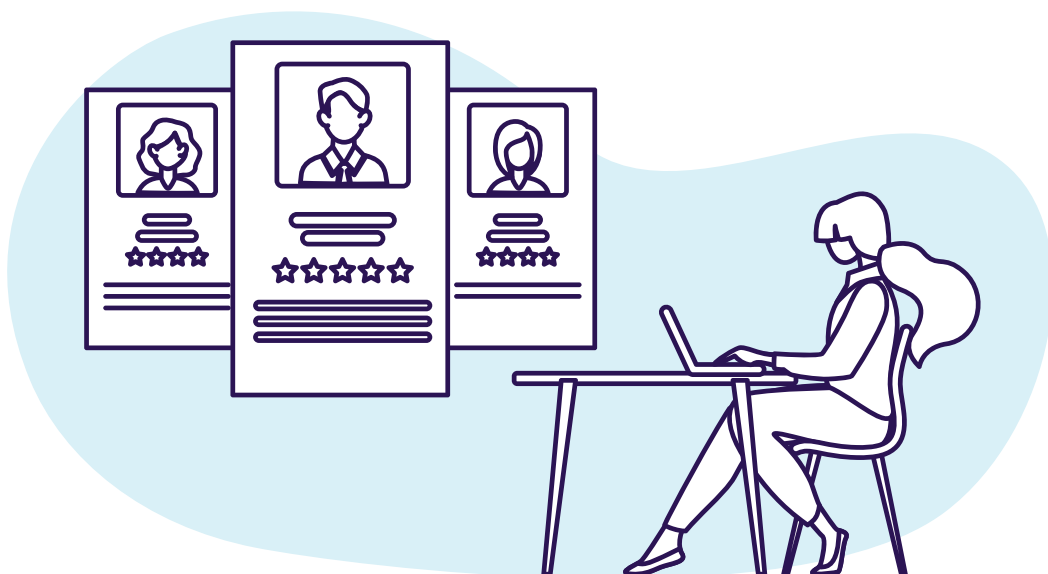
# What is recruiting technology?

Recruiting technology is any software that helps businesses both attract and retain employees. Talent acquisition software comes under this umbrella, but there's more to the hiring process than just screening applications. Anything that a business does to reach, manage, communicate with, hire, or onboard candidates probably has a tool associated with it that can make those steps more efficient.

These technologies can be loosely organized into four categories:

- [Talent acquisition](#)
- [Screening](#)
- [Candidate engagement](#)
- [Onboarding and employee management](#)

Becoming a savvy recruiting technology buyer isn't difficult. But, it does require a working knowledge of those categories and what each tool can do for your hiring process. You need to keep these priorities in mind when evaluating providers.





# Talent Acquisition

## Category Overview

In the context of recruiting technology, ‘talent acquisition’ refers to any tool that helps businesses to attract, screen, and hire the best candidates possible.

The most widely used varieties of talent acquisition software are:

**Applicant Tracking Systems (ATS)**, which digitize and centralize hiring activities throughout the candidate lifecycle. From sourcing candidates to onboarding new hires, an ATS allows businesses to track, manage, and communicate with job seekers throughout the recruiting funnel.

This technology makes it far easier to follow individual candidates' journeys through the recruitment process. Instead of requiring hours of manual data entry on the part of your hiring team for each applicant, the ATS automates as much of the process as possible.

**Candidate Relationship Management platforms (CRM)** work in tandem with or take the baton from an ATS. A CRM helps your hiring team to attract quality prospects, nurture their relationship with your business, and convert them into candidates. Think of a CRM as the recruiting counterpart to that *other* famous 'CRM', 'customer relationship management.' A CRM is a tool that helps to give candidates a good first impression of your business. It centralizes the effort of targeting potential applicants with messaging that's tailored to them. This creates something like a [marketing funnel](#) for people you'd like to see applying.

## Key Buyer Considerations

When considering talent acquisition technology, start with the following questions before narrowing down your search:

### **Where in the hiring process does our team spend the most time?**

Even a top-performing hiring team has bandwidth limitations. High-volume tasks, like screening new resumes, take valuable time away from more strategic recruiting activities. Identify where your team is spending the majority of their time so you can target matching features and functionalities in solutions.

### **Do we plan on expanding our hiring in the future?**

As your business grows, so too will your recruiting needs. Consider not only your current open roles but how many you may have in the future. Some platforms allow for unlimited jobs, while others have pay-based restrictions depending on the number of roles.

## **Are there broader business goals we can better support through our hiring?**

The most successful recruiting processes are tied to larger objectives. If your business has a focus on diversity and inclusion, for example, consider how these initiatives can be reflected in your hiring process. Certain solutions will offer mission-driven features and integrations.

## **How tech savvy is our hiring team?**

Like most technology, recruiting platforms vary in terms of usability. While one solution may offer more advanced features, it may also be less user-friendly overall. Assess your team's level of comfortability in order to ensure maximum adoption.

# **How to Evaluate Providers**

Talent acquisition is the foundation of a successful recruiting technology stack. Once you've asked yourself the right consideration questions, use this list to evaluate individual CRM and ATS platforms.

## **Scalability**

- Is there a cap on the number of candidates that can be processed?
- Can that cap be adjusted to reflect peaks and troughs?
- Do payment options accommodate for these potential changes?

## **Customization**

- Can our company's branding be used on templates and communications made using the platform?
- Can you create your own templates for things like interviews, job advertisements, candidate categorization, and assessments?

- Is the platform flexible enough to handle accommodations for your business's specific needs?

### **Support and Updates**

- Is there a clear process for contacting customer support?
- Is the provider responsive when issues or questions arise?
- Is the platform regularly updated and improved?

### **Security**

- How is candidate data stored, and where?
- Does the platform meet compliance regulations for your industry?
- Is it possible to provide different levels of access to staff in different roles?

### **Integrations**

- Does the platform integrate with major job boards and/or social media platforms?
- Are there integrations available for screening, candidate engagement, and onboarding tools?
- Does the provider have partnerships with other recruiting tool providers?





## Screening

### Category Overview

By [some estimates](#), the cost of replacing a bad hire can come to nearly a quarter of a million dollars. Whether it's quite that expensive or not, minimizing the risk of incurring unnecessary hiring costs is vital in an unpredictable economy.

That's where screening tools come into play. There are providers that will help you assess candidates from almost any angle, but some of the most common screening approaches include:

**Background check providers**, which allow hiring teams to digitally verify candidates' past activities, including criminal records, education, and employment history.



**Tax screening services**, which can help employers identify opportunities to take advantage of tax benefits.

**Pre-employment assessments**, which help businesses to assess candidates' skills. These can be tailored to your industry and the position on offer to determine a candidate's aptitude in the skills demanded by the role.

**Video interview software**, which can include video conferencing for remote interviews, and platforms that allow for [asynchronous video interviewing](#).

## Key Buyer Considerations

Ready to choose your favorite solutions and start screening candidates? Begin by answering these questions as you begin considering providers:

### **What does our team want to accomplish through our screening process?**

Screening tools aren't just good for avoiding costly hiring mistakes. They're also a productivity goldmine for your HR department as you can automate repetitive assessments that would otherwise take hours – if not weeks. Consider your unique goals when assembling your screening stack and match them to each platform's capabilities.

### **Are we prioritizing the candidate experience?**

If you choose the right providers, screening tools will also benefit candidate experience. [One recent survey](#) found that over 70 percent of job-seekers are fine with assessments—as long as they're efficient and relevant. Keep job seekers' time in mind as you build out your screening solutions to ensure it's still a smooth experience.

## Which screening processes are expected in our industry?

While a combination of various screening methods will help you to make more informed hires, it may also slow down your process. Do competitive research to understand what's expected in your industry so you can attract the most qualified candidates possible.

## How will our screening tools be incorporated into the rest of our hiring process?

41% of organizations cite a lack of integration as the biggest issue they face with their HR tech stack. Explore which screening solutions your talent acquisition software integrates with and shortlist those providers.



## How to Evaluate Providers

When evaluating screening software, don't just think about your perspective as an employer (though that is important). Keep applicants in mind, and look for evidence that anything they'll be interacting with is intuitive and relevant.

### Security

- How is candidate data stored? Does it meet your industry's compliance regulations?
- Who has access to data (especially when it comes to background and tax screening)?
- Is the provider fully accredited?

### Candidate experience

- Is the tool's UX easy to use on both desktop and mobile?
- Is there a clear process for candidates to ask questions or appeal results?
- Is the tool customizable enough to ensure that it is only assessing things relative to the vacancy?

### Features

- Can the screening or assessment tool integrate with your ATS platform to add results to candidate profiles?
- Does the tool feature intuitive reporting, like customizable dashboards?
- Is the provider committed to eliminating bias and prioritizing D&I?



# Candidate Engagement

## Category Overview

According to Indeed, [48 percent](#) of people describe waiting to hear back from a potential employer as ‘highly frustrating’. Candidate engagement tech helps to ensure that you’re not alienating half of your applicants before you get the chance to hire them.

This category of tools represents the outward-facing part of the recruitment process. Often, they will exist as features within a robust CRM and ATS, or will integrate with them. They make it easier to coordinate targeted communications, and involve:

**Recruitment texting**, which allows you to increase engagement by reaching candidates wherever, whenever. Text messages can often be automated to further increase

**Chatbots**, which can be used to answer frequently asked questions or direct candidates to the appropriate member of your HR department.

**Candidate experience surveys**, which can help you refine your hiring process and employer branding.

## Key Buyer Considerations

Ready to start talking to candidates? Consider the following questions before selecting your candidate engagement technology

### **How is our employer brand represented in our candidate communications?**

According to LinkedIn, employer branding is **twice as important** as your company branding when it comes to attracting talented applicants. Consider how your candidate engagement tools will empower you to boost candidates' impression of your brand via targeted capabilities.



## **Can our candidate engagement process scale as candidate volume increases?**

It's unreasonable to expect your hiring team to manually keep every candidate abreast of their application status. This is especially true given the recent surge in unemployment, which has caused a surge in applications for many industries. Choose platforms that empower your team to respond to applicants in a reasonable time frame.

## **Are we leveraging automation effectively?**

Automated candidate engagement bridges the efficiency gap for recruiters, allowing for regular, personalized communication with a negligible upfront time investment. Seek out easy-to-use automated communications when exploring platforms. The fact that these are in place at all signals to candidates that you've thought about their experience, and will keep them engaged with your hiring process.

# **How to Evaluate Providers**

The watchwords when it comes to candidate engagement tools are 'customization' and 'integration'. Here's what to ask when evaluating providers.

## **Interoperability**

- If the tool isn't part of your CRM or ATS, does it integrate with them?
- Is it possible to automate emails and texts across different clients and operating systems?
- Are communications optimized for both desktop and mobile?

## Customization and Targeting

- Can you customize communications to fit your business's branding?
- How granular are the candidate-targeting features?
- Is it possible to accommodate differently-abled candidates within the platform?

## Reporting and Feedback

- Does the tool feature reporting on engagement metrics (email open rates, etc.)?
- How is candidate survey data gathered and presented?
- How does the tool process responses to automated communication?





# Onboarding and Employee Management

## Category Overview

Recruiting doesn't stop once you've made a job offer to a candidate. In fact, to be successful, you need to maintain a great experience for the entire employee lifecycle—from onboarding to retirement and everything in between. Enter onboarding and employee management tech. This category includes both point and all-in-one solutions, like:

**Human Resources Information Systems (HRIS)**, which helps employers facilitate a smooth transition from the candidate to a new hire. These platforms may include built-in paperwork, payroll, employee management, and analytics.

**Digital paperwork software**, which allows teams to send and receive digital new-hire documents, including the collection of electronic signatures.

**Payroll providers**, which automatically process payroll calculations for employees.



## Key Buyer Considerations

Here are a few key considerations when you're evaluating onboarding and employee management tech providers:

### **Can the platform handle paperless (or virtual) onboarding?**

An employee's first day sets the standard for the rest of their time at your company. But onboarding actually starts well before then. You want your employees to hit the ground running on day one. Unfortunately, new-hire paperwork and required trainings might be standing in the way of your new hires quickly ramping up. Make sure that your platform will allow you to ask employees to fill out required paperwork, read your handbook, meet their new team, and take trainings before their first-day orientation. Also ensure that the platform offers eSignature and E-Verify.

### **Does the platform act as a single source of information?**

Your onboarding and employee management software should be your company's single source of truth. Find a provider that allows you to keep track of employee data like addresses, birthday, pay stubs, and more. You should also be able to upload company documents like handbooks and policies to the platform for easy employee navigation.

### **Does the platform offer customizable performance review templates?**

Whether you implement 360-degree reviews or stick with a more traditional [yearly performance evaluation](#), you need to make sure that your employee management software can be changed and edited to fit *your* needs. Whatever your unique needs are—make sure your tech can support them so you don't get trapped in a generic review template.



### **Is the platform user friendly?**

Finding a user-friendly platform should always be a top priority. If the onboarding platform you choose is not user friendly, then your employees simply won't use it.

## **How to Evaluate Providers**

So you've asked yourself or the platform all of the above questions? Great, now you're really ready to get into the nitty gritty.

Here are a few specific tips and tricks to help you evaluate onboarding and employee management providers:

### **Mobile Responsiveness**

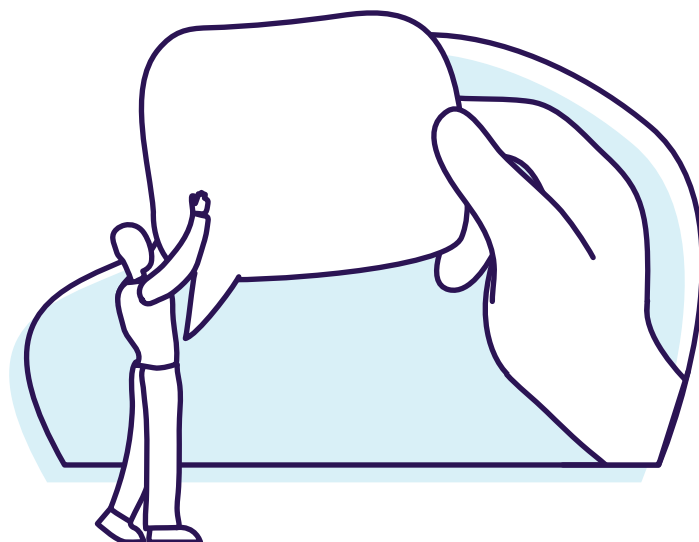
- Don't forget to check if the solution offers a mobile component. Employees will be more likely to complete tasks like requesting PTO if they can do it on the go.

## Integrations

- Ask the tech provider if they are able to integrate everything within their platform, including all of your HR, payroll, time & attendance, and benefits data.

## Capabilities

- Be sure to ask to see the solution's digital paperwork in action during the demo. Consider having the rep send you an example document so you're able to experience the functionality as a candidate would.
- If reviews have been a pain point for you in the past, you can also ask to be walked through a sample review cycle to see all the ways you can (or can't) automate and customize the process.
- Lastly, ask what else the platform can do for you! Do they handle ACA reporting? Grant access to current *and past* employees to download their pay stubs and W2s? Make sure you understand all of the facets of the platform so you can utilize it to its full potential.





# How to Choose the Right Recruiting Technology - Checklist

## Aligning Internally

Work with internal stakeholders to determine your key buying criteria.

- Keep your criteria focused and high-level (no more than 6-8 needs/wants).

Get to know your company's buying process.

- Who has the final sign-off? Where is the budget coming from? When can we execute an agreement?

## Shortlisting

Start building a list of vendors that might be able to meet your needs.

- Get recommendations from your network, do online research or utilize a service like [OutSail](#).

Rule out vendors quickly, so you can get down to 3-4 best-fit finalists.

- Look for signs of missing functionality, low market presence, outdated websites, and vendors that don't work with companies of your size/industry.

## Evaluating

Come to your demos prepared with questions and scorecards.

- Base the scorecards off your key criteria and brainstorm key questions that will help you with your decision.

Go beyond the technology and learn about support models, integration methods and product roadmaps.

- Leverage resources like the [JazzHR Marketplace](#) to quickly understand what each solution offers.

## Selecting

Get final sign-off with an executive summary recapping your evaluations.

- This summary should compare your finalists against your key buying criteria and show the price comparisons.



## About JazzHR

JazzHR is powerful, user-friendly and affordable recruiting software built to help growing companies exceed their recruiting goals. JazzHR's best-in-class solution replaces manual, time-consuming hiring tasks with intuitive tools and automation, empowering hiring managers to recruit and hire the right talent faster. To learn more about JazzHR, visit [jazzhr.com](https://jazzhr.com).



## About NAMELY

Namely is the #1 HR Software company that empowers mid-sized businesses to build better workplaces. Its cloud-based software brings HCM, benefits, insights, payroll, and time into a single-view platform to help modern HR teams make data-driven decisions about their people and understand what's really going on in their workforce. The Namely ecosystem includes powerful integrations with market-leading applicant tracking, identity management, ERP, compliance, E-Verify solutions, and more. Serving more than 1,400 clients with 230,000 employees globally, the company is backed by leading investors, including Altimeter Capital, GGV Capital, Matrix Partners, Scale Venture Partners, Sequoia Capital, Tenaya Capital, and True Ventures. For more information, visit [www.Namely.com](https://www.Namely.com).