



HiringSolved

WHITEPAPER

From Liability to Asset: Optimize Your ATS and CRM for 2021

The ATS and CRM are the cornerstone technology for many recruiting teams. 73% of recruiting teams have an ATS, but despite the prevalence, they're not perfect.

With candidate data being locked away, unreachable and unorganized, many ATSs become a liability rather than an asset. When recruiters need to move quickly, they're bogged down by ineffective search capabilities, limited features, and inadequate reviewing power.

After years of fighting with their HR Tech stack, many companies throw out the entire system and start the cycle over again, but investing in building a new tech stack is expensive, arduous, and often doesn't solve the problems you're facing. Given that 40% of recruiters say that their ATS is missing functions and features that they need to be successful, optimizing your existing ATS, CRM, or HRIS with the right technology is far more effective both in terms of time and cost.

"I normally dislike having to source for candidates on [our ATS], as it's more complicated to use than other tools we have access to, but now with HiringSolved it was a breeze."

Recruitment Sourcer, IBM

We built HiringSolved to solve the challenges that ATSs and CRMs create. HiringSolved will save over $\frac{1}{3}$ of your recruiters' weeks by automating tasks that need to be automated and giving recruiters the power and knowledge they need to become industry leaders.

Challenge #1: Candidate Discovery

ATSS and CRMs weren't built to be searched and, with 44% of teams using more than just an ATS¹, siloed databases make the problem even worse. Multiple databases make it impossible to understand exactly how much data is already at your recruiters' fingertips. Many companies don't know exactly how many candidates are in their databases making it even more difficult to visualize and contextualize data the way recruiters need to make the best hiring decisions.

Because ATS and CRMs are so difficult to source directly from, recruiters turn to external sourcing options as the start of their recruiting process. They can spend upwards of 60% of every single day (that's at least 5 hours!) simply looking for talent². HiringSolved's internal data shows 40-60% of all who will apply already exist in your ATS before a job is posted, so when recruiters look externally first they end up sourcing duplicate candidates...losing time and money in the process.

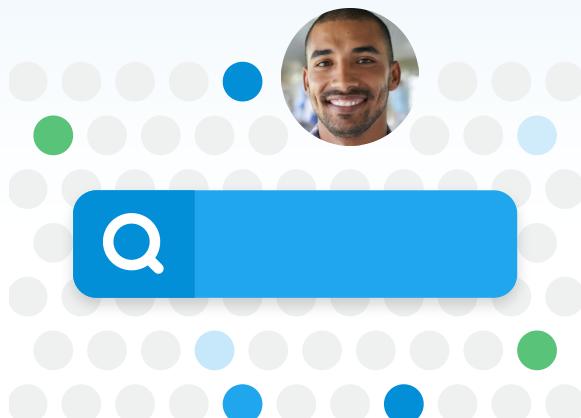
Sourcing needs to be simpler.



Solution #1: AI-Powered Search and Match Capabilities

HiringSolved is the mining equipment that you need to unlock your internal data.

Since HiringSolved was built by recruiters, the sourcing and searching roadblocks that frustrated us were the first that we tackled. HiringSolved integrates with every candidate database to bring structure to your hard-won data and ensure that an AI-powered search combs through every candidate profile to create accurate and fast candidate pipelines. This can only be accomplished with advanced AI. HiringSolved has spent over 8 years developing the neural network to give even a beginner recruiter the skills of someone with 10+ years of experience.



¹<https://qtnr.it/3iXijCi>
²<https://bit.ly/3awyOEQ>

Before integrating with HiringSolved, AECOM was spending **at least 65 minutes** creating a long list of 50 candidates. When they searched in their ATS, they were facing a 48% search accuracy, leaving them sifting through too many false positives of unqualified candidates.

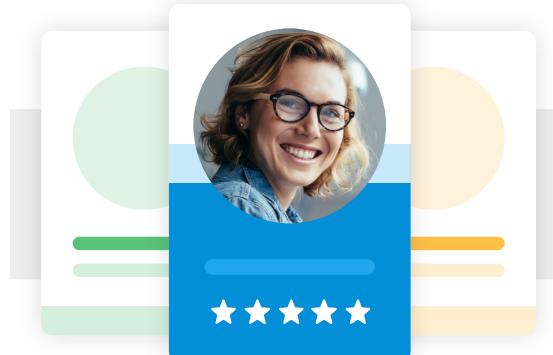
With HiringSolved, sourcing a qualified list was 3X faster with a 96% search accuracy. The results were so impressive we won a Brandon Hall award for it.

See the full case study [here](#).



Implementing recruiting automation plays a key role in making candidate discovery even easier. HiringSolved's Suggested Candidates feature pulls qualified candidates from the depths of an ATS and serves them directly to recruiters so that no qualified candidate goes unfound.

Effective candidate discovery and sourcing is the first step to a successful hiring journey. After integrating with your existing HR tech stack HiringSolved will increase recruiter efficiency, increase search accuracy, and build qualified pipelines in a fraction of the time of your legacy systems.



Challenge #2: Reporting and Analytics

Alongside ineffective search, ATSS often have little or no analytics features that enable recruiting teams to make market-based and data-driven decisions. When asked what particular feature is missing from their ATS, 24% said that their system "does not have good reporting/analytics functionality."³

Without quality reporting capabilities, recruiting teams lose out on the chance to make data-driven recommendations. Contextualizing market data can play a more active role in the talent acquisition process means that recruiters can transcend to a Talent Advisor role making them more equipped to provide hiring managers with a 360-degree view of the market for every requisition.

But it's not just organizational success that requires data and reporting capabilities. With newly implemented reporting requirements, [SEC Modernization of Regulation S-K](#), some companies are now required to share relevant data about their talent databases.

"While the SEC has not provided any specific metrics they expect to see, the International Organization for Standardization....recommends 10 metrics for public reporting by small/medium organizations and an additional 13 for public reporting by large organizations.

The 10 for all-sized organizations include total workforce cost, human capital ROI, EBIT per employee, turnover rate, total development and training cost, and percentage of employees who have completed compliance training, among others. The 13 additional metrics for larger organizations include diversity by age, gender and disability, leadership diversity, leadership trust, time to fill vacant positions and time to fill critical vacant positions, and percentage of positions filled internally and percentage of critical positions filled internally."⁴

Is your team ready to report that information at the drop of a hat?



³<https://bit.ly/2KpA3uT>
⁴<https://bit.ly/3nHjx7W>

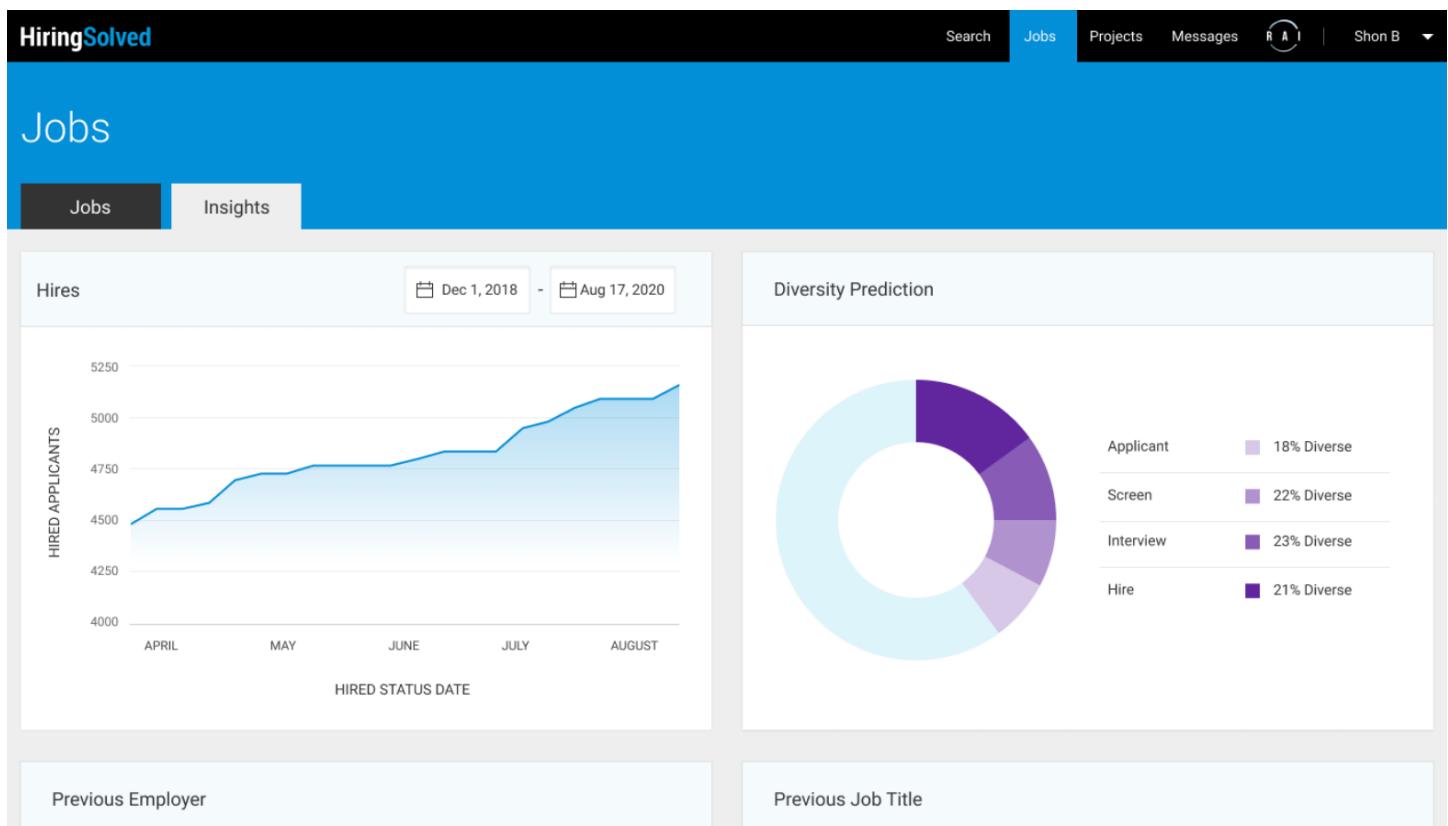
Solution #2: Actionable Insights

At HiringSolved, we love data. Accessible and easy-to-understand data is the cornerstone of successful hiring decisions. Real-time insights for every single search help recruiters focus on the skills that are needed for their requisitions and ensures that they are making the best decisions possible.

HiringSolved can also visualize all of the data in the candidate pipeline from diversity rate to common job and education experience. These actionable insights help recruiters manage the expectations of hiring managers with data rather than a gut feeling, ensuring that every member of the hiring team is on the same page. When recruiters are able to make that shift from a front line recruiter to a Talent Advisor, companies can expect to see a shorter time to fill, better quality of hire, smaller cost per hire, and a more satisfied hiring manager.

We also know that having access to that data is crucial not just to success, but to compliance as well. As many companies are tasked with reporting diversity and hiring insights like those required by the new SEC ruling, HiringSolved will pull all of the necessary data into one location.

When it comes to reporting on the diversity of a candidate pool users can visualize precisely where diverse candidates are in the pipeline and they can quickly see where unconscious biases may be creeping in. By visualizing this data recruiters can help to lead lasting change amongst their teams.⁵



⁵<https://bit.ly/3h8q1uf>

Challenge #3: Candidate Review

Given the changes that COVID brought, recruiting teams are facing a massive talent overload. Prior to 2020, recruiters were **facing 250 applications or more⁶** for every job posting. Recently, we've seen a 3-10X increase in the number of applicants alongside massive cuts in budget. In addition, ATSS and CRMs are already housing hundreds of thousands, or millions, of candidate profiles which means that recruiters are constantly trying to ineffectively wade through an unmanageable number of applicants and candidates.

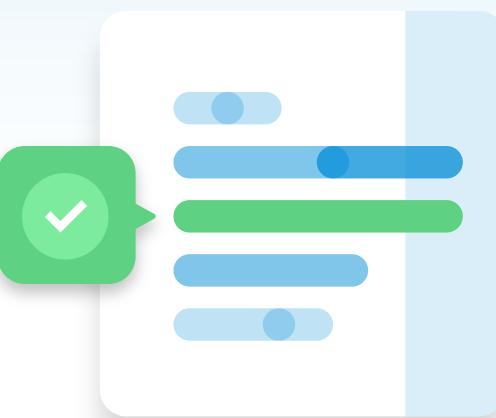
Many recruiters also rely on nonoptimal resume review methods like the 7-second resume scan, only reviewing the first 25 or 50 resumes, scan resumes for only job titles, and more. With the time pressures on recruiters' schedules, if they can only spend 7 seconds reviewing a resume they can only absorb 15-18% of a resume. All too often these methods lead to a poor candidate experience, lower quality of hire, higher time to fill, and more.

With better candidate review capabilities, recruiters can ensure that every candidate has a great experience and decrease their chances of burnout.



Solution #3: Automated and Compliant Candidate Review

Our goal at HiringSolved is to handle the time-consuming tasks so that recruiters can focus on building the human connection with their candidates.

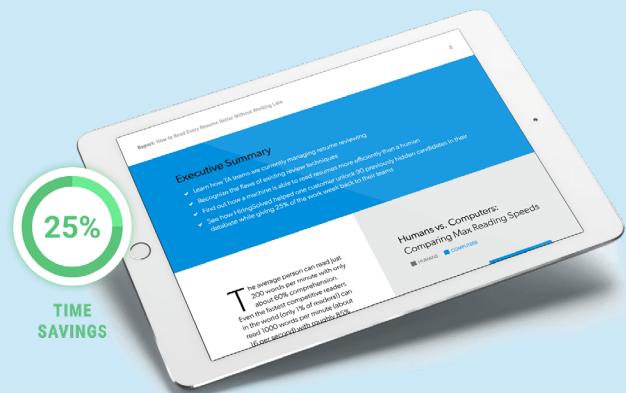


⁶<https://bit.ly/3p9TDdu>

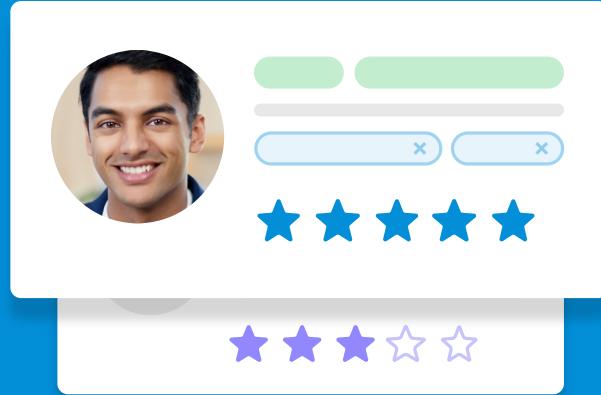
We worked with one of our customers to unlock how effective machine resume reviewing could be for them. Their ATS and CRM lacked automated search and match, relying on Boolean search only. The team was already complaining the systems were time-consuming and ineffective at matching with many false-positive results, but they needed proof that a machine could review resumes more effectively.

HiringSolved's search and match technology found 90 high-quality, previous applicants in just 2 minutes each with an 88% match accuracy!

Download the full report [here](#).



At-a-glance applicant scores from HiringSolved Transparent Scoring can lead recruiters to the right applicants by showing recruiters how an applicant matches up to a job's needs. Recruiters maintain control of the entire scoring process by inputting the must-haves and nice-to-haves for the role and HiringSolved's advanced AI scores an applicant's experience against those requirements. Simplifying the qualification process means recruiters spend less time slogging through resumes and more time connecting with the right applicants.



Conclusion

Ultimately, the right recruiting process relies on having the right solutions. HiringSolved can help your team optimize their existing ATS and CRM by integrating in as little as two weeks and transforming your current system from a liability to an ever-growing asset.

You can schedule a demo to see how HiringSolved can simplify your recruiting process at HiringSolved.com/demo.