

7 signs that you should change your application tracking system



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Once upon a time, using an Applicant Tracking System was a competitive advantage. Nowadays, according to research from [Jobscan](#), 99% of Fortune 500 companies use ATS and smaller businesses are catching up by leaps and bounds. Employers are not contemplating whether to use an ATS anymore but whether the ATS that they already use is the right one.

In this guide you'll discover 7 signs to help you understand whether you may need to change your current talent acquisition software:



1. You still have excessive manual work to do

Applicant Tracking Systems allow businesses to hire faster and decrease cost mainly due to automating administrative, repetitive, and manual tasks that can be time-consuming and effort-intensive ([GetApp, 2017](#)). However, businesses can only reap these benefits if they use an ATS that is capable of automating relevant tasks. A combination of lack of ATS functionality and flexibility can jeopardize recruitment automation by requiring human intervention and manual work.



If you are still using spreadsheets and documents to manage recruitment, it may be time to change your recruitment software. Sophisticated ATS enable recruiters to post jobs, communicate with candidates, schedule interviews, extend offers, and gather recruitment data automatically with a few clicks. Also, the best software is flexible and can be configured as required based on your recruitment process, so that you don't have to change your process or manage part of it manually.

2. Your inbox gets flooded with unqualified candidates

Technology has made job applications easier and faster for job seekers. The average number of applications per corporate job is 250, while popular companies with strong employer branding like Google receive up to 2 million applications per year ([Glassdoor, 2015](#) & [Business Insider, 2019](#)). One of the most time-consuming and least enjoyable activities of the recruitment process for recruiters and hiring managers is skimming through hundreds of CVs, especially if there is a high number of unqualified applicants.

Another, even more costly issue is not focusing on the few applications that represent the top talent, allowing competitors to hire the most qualified candidates. It is imperative that your ATS can help you to screen your applicants effectively reducing the manual effort and associated cost and increasing the quality of your hires.

ATS often screen candidates based on keyword matching. The problem with this approach is that qualified applicants can fall through the cracks if they haven't used these exact words to describe their knowledge, skills, and abilities. Moreover, non-qualified candidates abusing the system by cramming their CVs with the required keywords will be scored highly by the ATS.

This issue can only be resolved by a new generation of recruitment software, which is capable of analyzing job applications in a more sophisticated manner and scoring candidates more effectively by using natural language processing technology



3. Your business is growing, your ATS isn't

Business growth is a beautiful thing and one of the main goals for most organizations. However, if your ATS is not able to meet your changing recruitment requirements throughout your growth, it may cause issues to your recruitment process. Supporting multiple job microsites, compartmentalized data, candidates, and jobs, and being able to handle an increase in internal users, applicants, and data are some of the ATS functionalities that may be required for growing businesses.



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4. Your candidates don't like using your ATS

Research has demonstrated that lengthy and cumbersome application forms, dull and mundane job adverts, and clunky and lackluster career sites, are some of the top reasons for candidates to abandon their job applications ([Hays, 2018](#) & [HRdive, 2015](#)). Organizations are in a state of employer branding war with each other and even minor details are crucial in winning the top talent you need, as treating candidates like clients is the new norm. Your ATS should be capable to accommodate your requirements and serve as a key employer branding channel offering a unique customer experience to prospective applicants.

Firstly, it is imperative that your ATS can enable you to create sophisticated, customizable, and easy-to-develop job advertisements, as this is where most potential candidates begin their journey with you. Also, it is recommended to use a recruitment application that offers a smooth, intuitive, and fast career website and application process, which can be tailored to your needs for each role. Last but not least, the performance of your recruitment software is also an important factor, as all savvy employers use ATS that is secure, reliable, and fast. If your recruitment application's user interface and user experience remind you of the early 2000s, it may be the time to look for a new solution.

5. You have a lot of data but it's not really meaningful

Data-driven hiring is proven to be beneficial and is here to stay. However, the big data obsession that has taken over the business world is not always helpful, as many organizations have found the hard way that data is useless if it is not relevant, accurate, and timely. Tracking required information, creating meaningful reports, and presenting information in an easy-to-understand way are must-haves for an ATS.



Start by considering what data and information is required to evaluate your talent acquisition performance based on your objectives. Then, work backwards to understand what data needs to be tracked and what reports are required to analyze this data. If your current solution doesn't enable you to quantify your recruitment effectively and efficiently, then it is high time you change it!

6. Your systems don't speak to each other

Most businesses use various applications to meet their requirements. However, no matter how many departments, processes, and systems a business has, it still needs to be and operate as one entity. Enter, integration!

Recruitment software has various touchpoints with other systems in a company, including its HCM software, website, and email application. In order to avoid headaches, such as unnecessary manual work, data corruption, and technical problems, it is recommended to use an ATS that can integrate easily, fast, and seamlessly with your other software. If this is not the case, it may be time to look for alternatives.



7. Searching - finding candidates is like finding a needle in a haystack

Sourcing candidates is a necessary step in the recruitment process. It is also one that can be lengthy, confusing, and frustrating for recruiters and hiring managers. To make things worse, if this step is unsuccessful, recruitment fails!

While most ATS these days offer a searching functionality, not all of them offer a solution to the above pain points. Best-in-class talent acquisition applications enable recruiters to source candidates accurately, easily, and quickly using a variety of required criteria.

If your software does not allow you to tailor your searches to your requirements or does not identify relevant candidates, it may be a sign that you need a more sophisticated solution.





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