



Everything You Need to Know About Applicant Tracking Systems

ATS Ultimate Guide

The Right System to Make Hiring Easier

The number one challenge facing business owners is the same as it's always been: attracting and hiring the right people. But today, the technology exists to make this process a whole lot easier. And, even better, you don't need to be a seasoned HR professional to reap the benefits of an applicant tracking system (ATS).

If you're curious about what an ATS can do for your business and your hiring process, read on. We're sharing everything you need to know about applicant tracking systems so that you can be more informed about how exactly one can improve your recruitment efforts.

INSIDE THIS GUIDE:

What is an applicant tracking system? 03.

The importance of a great hiring process 04.

What are the benefits of using an ATS? 05.

How to know if you need an ATS for your business 06.

Choosing an ATS 07.

Why choose CareerPlug 08.

CareerPlug FAQs 10.

How to get started with CareerPlug 11.

What is an applicant tracking system?

More than likely, as your business has grown, you've invested in tools and systems that streamline some of the most important (yet repetitive) processes in your organization.

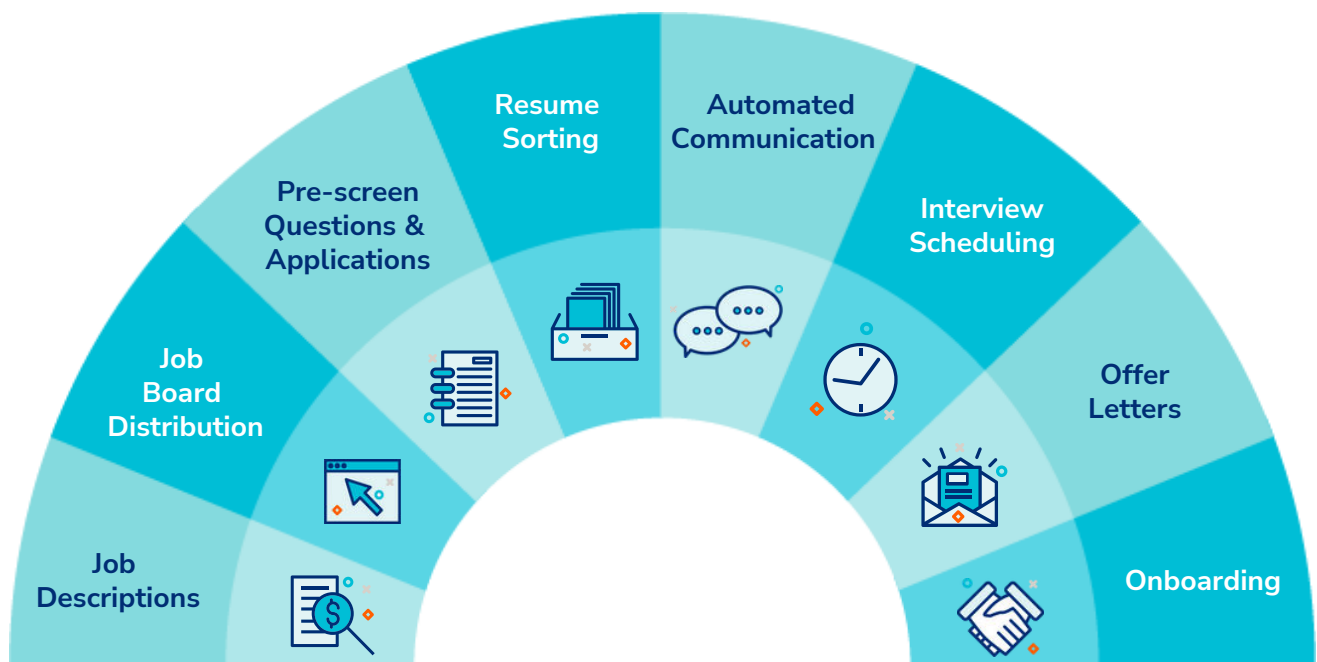
An applicant tracking system is a type of software that organizes and automates one of the most crucial business functions: **finding and hiring the right people.**

Gone are the days when you have to manually distribute your open jobs online, print out PDFs of resumes to store at your desk, play phone tag with potential candidates, and scramble to get the proper documents in order when you finally make a hire.

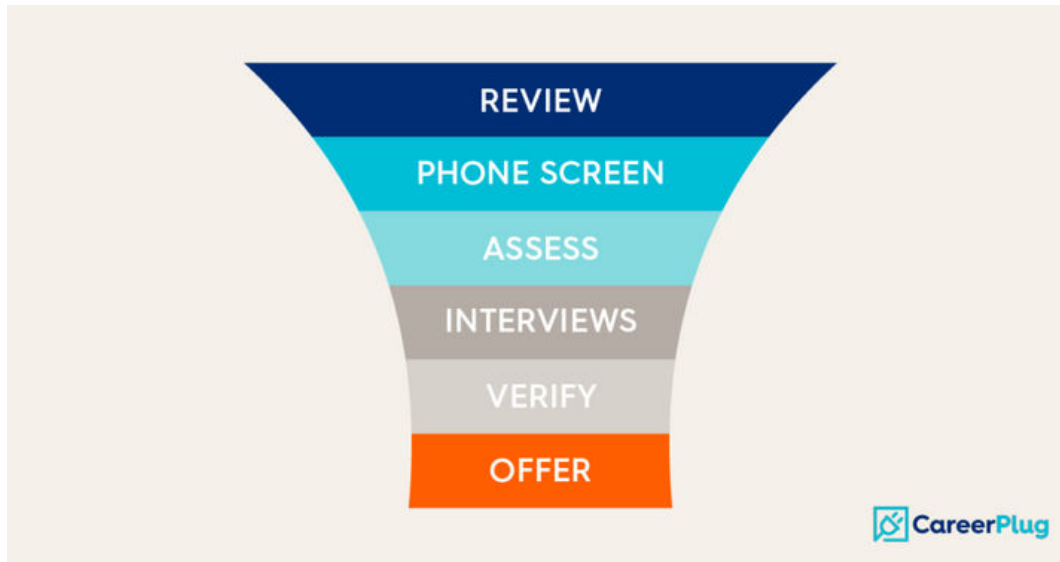
An ATS enables fast and easy electronic handling of a business's recruitment and hiring needs. Within an ATS, you can create and distribute job postings across multiple websites with just a single click and host a high quality careers page. An ATS serves as a centralized hub that automatically collects and stores everything applicants send you, such as resumes, cover letters, or samples of work. Submissions come with assessment scores and answers to pre-qualifying questions attached. Plus, you can schedule interviews and manage your communication with applicants all in the same place.

An ATS streamlines hiring from start to finish – from job description to job offer.

Functions of an Applicant Tracking System:



The importance of a great hiring process



You want to be able to make great hires consistently to keep your business running smoothly. And making consistent hiring decisions starts with having a consistent hiring process in place.

Some benefits of having a consistent hiring process:

- Hiring managers will have a playbook to learn best practices and make better hires.
- Potential hiring bias and subjectivity are minimized when you evaluate all candidates using the same objective criteria.
- Candidates will have a positive candidate experience – which means more candidates will say yes to your job offers!
- It's easy to stay compliant with no missed hiring process steps.

What are the benefits of using an ATS?

If you've ever struggled with having enough applicants, or had the better, yet still frustrating problem of sifting through a stack of resumes, you can probably imagine how an ATS could make recruiting easier.

The automation, organization, and recruitment marketing features of an ATS help employers and managers (even those with ZERO HR experience) hire like pros, so they can rest assured they have the right people in the right seats.

Benefits of an ATS:

- 01** Save time on administrative tasks.
- 02** Host an attractive careers page.
- 03** Make it easy to apply from any device.
- 04** Communicate with candidates more efficiently.
- 05** Increase your applicant pipeline.
- 06** Track your applicant sources.
- 07** Pre-qualify candidates more effectively.
- 08** Evaluate candidates using the same measurable, objective criteria.
- 09** Make quality hires consistently.
- 10** Accelerate hiring decisions.
- 11** Create a great new hire onboarding experience.

How to know if you need an ATS for your business

When trying to determine if an ATS is a worthwhile investment for your business, one thing to keep in mind is how important it is to have the right people on your team. Without the ability to make the right hires, your business cannot grow.

Would you spend \$10 on advertising to get a \$100 purchase from a customer? Of course you would! When sales are slow, most business owners have no problem investing a certain percentage of their budget in advertising to get a boost. Why would staffing be any different?

Do you have what you need to make the right hires? Or is this an area of the business you need to invest in? Take that into consideration, along with some of these other questions to determine if you could benefit from an ATS.

Questions to consider:

- Are my open jobs getting in front of the right people?
- Am I getting applicants?
- Are candidates saying yes to my job offers?
- Are candidates “ghosting” after I make initial contact, or even worse – after interviews?
- Do I know the proper forms I need for onboarding?
- Am I (or one of my employees) spending way too much time on hiring tasks?

Choosing an ATS

When trying to decide on the right software for your business, it's best to start by thinking about the unique needs of your business. Outline your existing process. Where are your gaps? What features are most important to you? Think about what your ideal, perfect scenario hiring process looks like and choose an ATS that can fill those gaps.

ATS Buyer's Checklist:



Why choose CareerPlug?

CareerPlug runs on a proven process that makes hiring easier. Our team of hiring experts are standing by to help you implement your new ATS and make the most of our features. Along with their expertise, you'll get access to our proven playbook to hire and develop the right people and our community of clients that learn together and share ideas on how to grow your team, develop your employees, and be a great place to work.

What can the CareerPlug ATS do?



ATTRACT QUALIFIED APPLICANTS

- Create an attractive job posting in minutes
- Get a careers page that shows off your employer brand to candidates
- Make it easy for job seekers to apply from any device with mobile-friendly applications
- Post your job where the applicants are – with just one click, your jobs are published to all the major job boards instantly



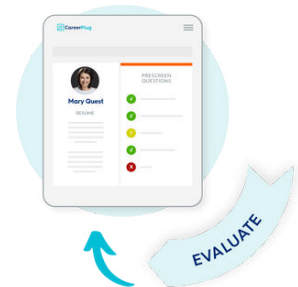
COMMUNICATE & CONVERT

- Reach out to applicants quickly via text and email within the CareerPlug software (no more juggling multiple programs just to connect with candidates!)
- Increase applicant response rates with text recruiting
- Engage top candidates early by automatically inviting them to schedule an interview with you



EVALUATE THE RIGHT WAY

- Evaluate candidates quickly and confidently using a built-in proven process to make quality hires
- Use interview scorecards to make interviewing easy and effective
- Select pre-screen questions to quickly identify top candidates
- Give candidates assessments to measure their abilities using objective criteria



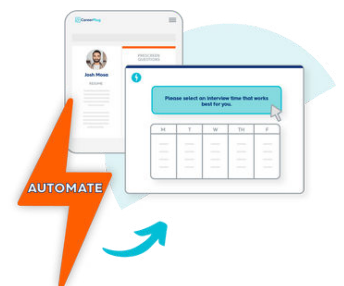
MAKE THE RIGHT HIRES

- Conduct reference and background checks from within the software
- Close the deal with easy-to-send electronic offer letters



PUT YOUR HIRING PROCESS ON AUTOPILOT

- Use CareerPlug's Autopilot feature to automate interview scheduling
- Use built-in automatic text messaging tools to keep candidates engaged and informed throughout the hiring process
- Save time while also creating a great candidate experience – a true win-win



CareerPlug FAQs

Q: Why should I use CareerPlug over other applicant tracking systems?

A: CareerPlug is easy enough for anyone to use. Other applicant tracking systems are made for HR pros, but ours is made for the everyday business owner who has a million different responsibilities to juggle, with hiring being just one of them. But just because CareerPlug is easy to use doesn't mean it's not powerful – our software is built on a proven process that's helped 16,000 small businesses make the right hires for over 15 years.

Q: What job boards does CareerPlug automatically post jobs to?

A: With just one click, CareerPlug publishes your jobs to Indeed, ZipRecruiter, CareerJet, Glassdoor, LinkedIn Job Feed, JobCase, JobInventory, JobRapido, Monster.com, MyJobHelper, WayUp, Adzuna, Talroo, myCNAjobs.com, and Talent.com. CareerPlug also publishes jobs automatically to your own custom careers page.

Q: Is CareerPlug a good applicant tracking system for franchises?

A: Yes! CareerPlug has been partnering with leading franchise brands since day one. We know that when an owner buys a franchise, they're given an operations playbook on how to run the business, but there's one chapter missing from that playbook: how to hire and develop the right people. CareerPlug has become industry leaders and experts in franchise hiring because we understand the urgent and frequent hiring needs of decentralized businesses. We proudly partner with franchisors to provide a system that can be adopted across an entire franchise network.

Q: What does CareerPlug cost?

A: CareerPlug pricing depends on a few factors, including whether or not you're a member of a franchise network or association currently partnered with CareerPlug. Tell us more about your business by [filling out a demo form](#) and we can get you a quote ASAP!

Q: Can I try CareerPlug for free?

A: CareerPlug offers a free 14-day trial to most clients. [Request a Demo](#) from our Sales Team to learn if you qualify for a free 14-day trial. CareerPlug also offers a 30-day money-back guarantee to all clients if you're not satisfied with the software.

How to get started with CareerPlug

Start your ATS journey by taking a tour inside CareerPlug's hiring software.

GET STARTED WITH CAREERPLUG TODAY!



What CareerPlug users have to say:



"CareerPlug drastically simplified and sped up my hiring processes by pre-scoring applicants and organizing them into easy to navigate pipelines. The communication track has ensured that all applicants that have applied, have been contacted as well. In the past a lot of applicants would not get follow-up calls or rejection letters, now everything is a uniform and simplified process for me and my teams."

- JAXON OWENS, F45 TRAINING



"CareerPlug has dramatically reduced the amount of time required to review applicants, schedule interviews, and hire new team members. We use the calendar feature to schedule interviews throughout our application process. Having the applicant pick their own time really saves a lot of back and forth. The email and text templates ensure that applicants are receiving consistent feedback from us. CareerPlug has turned hiring into one of our core competencies."

- CASEY DEL PRETE, SWIMMING SAFARI SWIM SCHOOL



"Our team is always updating our processes and templates to improve applicant engagement and reduce interview 'no shows.' Our best efforts could not provide anywhere near the results that we have experienced using the Autopilot process. Now my calendar effortlessly fills with phone screens and in-person interviews that follow through with their appointments."

- JAMIE SUTTON, SERVICEMASTER



"CareerPlug has transformed the way we hire. It's a one-stop shop for us to post to multiple job boards, saving us time and money. The time it saves us, along with the ease of contacting applicants quickly, has increased our hire rate double digits! Do not hesitate to jump on board CareerPlug, I wish we could have sooner!"

- JOHN DIEU, MIDAS



ABOUT CAREERPLUG

Since 2007 CareerPlug has worked to make hiring easier for over 16,000 growing companies. We designed our hiring software for non-HR people so every owner, operator, and hiring manager can make the right hires for their team. From owners to candidates, we believe in creating exceptional experiences for everyone. To us that means providing a playbook on How to Hire, making it easier to access best practices, and automating the process so you can focus on what matters: making the right hire!

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