



# Guide to Evaluating the Business Value of a Talent Acquisition Platform

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# Introduction

The economic fluctuations of recent years have had varying effects on recruiting. Some companies have been forced to cut back on hiring and even conduct layoffs, while other companies find it harder than ever to hire and retain employees.

In this uncertain environment, **TA leaders need to keep evolving their hiring practices while potentially being asked to do more with less.** You may be certain that a new talent acquisition platform can help your company improve efficiency and even save money in the long run, but making the business case for the investment in a new system is another story.

We're here to help you tell that story to the people that matter: executives and IT leaders. It's the story of how **improved productivity, quality of hire, hiring velocity, talent attraction, and IT efficiency drives business value and saves money.** This ebook will help you build the case for how a new ATS can help you get there and share 11 ways it can deliver value through money savings. Let's dive in.

# The Business Value of Improved Hiring

Investing in new technology always has a hard cost – but **the gains from an applicant tracking system upgrade can be immense** – and hard to quantify. Here's our high-level take on how a talent acquisition platform drives business value that results in cost savings.



## Recruiter Productivity

A talent acquisition platform impacts the daily lives of recruiters more than any other group. Yet Aptitude Research shows a massive disconnect between recruiters' experience with technology and the experience of TA leaders: **78% of TA leaders are satisfied with their recruitment technology compared to only 48% of recruiters.**<sup>1</sup>

This 30-point gap in satisfaction with technology suggests that there is massive room for improvement in the systems most recruiters use. More importantly, it suggests that TA leaders need to do a better job of taking into account the needs of recruiters when choosing and configuring their systems. By doing so, they can improve recruiters' productivity, satisfaction, and retention.

When recruiters are more productive, they can handle more requisitions, reducing headcount costs. **Greater productivity from automation of rote tasks allows recruiters to spend more time building relationships with candidates and hiring managers, which contributes to better hires.**

<sup>1</sup> Aptitude Research, [Talent Acquisition Technology and the Modern Recruiter](#)



## Quality of Hire

A system that supports processes – at every stage of the candidate journey – that contribute to better hires improves the chances that new hires will deliver meaningful business value to your organization faster and potentially stay longer.

Turnover is expensive: the cost of replacing an individual employee can range from one-half to two times the employee's annual salary.<sup>2</sup> In some industries, turnover rates exceed 100% annually. **More relevant talent attraction, smarter candidate filtering, and smoother interviewing processes** all contribute to the identification of best-fit candidates who will turn into productive employees.



## Hiring Velocity

Every day that a role sits vacant is a day that lacks an employee contributing value to the company. Products can't get built, items can't be shipped, and customers can't be served without the people to carry out those tasks. **Systems that help companies hire faster are valuable tools to achieve business objectives and drive profits.**

<sup>2</sup> Gallup, [This Fixable Problem Costs U.S. Businesses \\$1 Trillion](#)



## Talent Attraction

Finding talent costs money. Whether it's employer branding, career sites, talent communities, or job advertising, a talent acquisition platform offers multiple ways to **reduce agency and job board costs**.



## Compliance and IT Efficiency

Compliance requirements and hiring best practices are always changing. A focused talent acquisition platform keeps abreast of those changes and evolves its products accordingly because customer satisfaction depends on it. Talent acquisition modules of HRIS systems do not always offer the same responsiveness to market conditions and evolving practices.






Without an open platform, integrations with industry-leading specialized solutions such as a CRM or chatbot are even more difficult to implement. Not only that, reporting is even more difficult to maintain as individual solutions are added.

A single talent acquisition platform that covers the bases of **talent attraction, job advertising, recruitment marketing, candidate filtering and selection, offer delivery, and onboarding** reduces the IT burden of patching together systems. It also enables more **efficient reporting** that doesn't have to connect the dots across individual systems. Finally, an ATS provider's sole focus on talent acquisition ensures that products will **align with local regulations in a timely manner**, reducing the chances of fines for non-compliance.



# Summary of Business Value Drivers for Talent Acquisition

Here's a quick view of how to translate outcomes for talent acquisition into cost savings.

Value Driver	How it Saves Money
 <b>Recruiter Productivity</b>	Fewer hours spent per requisition reduces headcount needs
 <b>Quality of Hire</b>	Higher retention and employee productivity reduces future recruiting costs
 <b>Hiring Velocity</b>	Faster contribution to business profit-making activities
 <b>Talent Attraction</b>	Savings in recruitment marketing, advertising, and agency costs
 <b>Compliance &amp; IT Efficiency</b>	Reduced risk of non-compliance, lower system maintenance costs



# It's Always a Good Time to Save Money

Let's dive into more of the specific ways an enterprise-grade ATS can drive business value that results in cost savings. This list of eleven items is by no means comprehensive but gives you a taste of specific talent acquisition platform features and their ability to deliver value for any organization.



# 11 Ways to Save Money With a Talent Acquisition Platform

# 1

## Automate Interview Scheduling

Interview scheduling can take up a vast amount of time for recruiters and recruiting coordinators. **Recruiters become more productive** when candidates can self-schedule interviews and change them if needed from integrated interviewer calendars. Eliminating back-and-forth communications about schedules reduces the number of recruiting coordinators needed and increases the number of requisitions that recruiters can handle, thereby lowering headcount costs.

The end result of automated interview scheduling is typically **faster time-to-fill**, which means new hires show up on the job sooner to contribute to the tasks that impact your company's bottom line.

With SmartRecruiters' automated scheduling system, food delivery and grocery store business Wolt kept the same number of recruiting coordinators while scaling from 1000 to 6000 employees in just three years.

## 2

# Automate Candidate Screening

Reviewing applications is another time-suck for recruiters that can be automated in multiple ways: chatbots, pre-hire assessments, and AI-based matching technology.

- **Text messaging chatbots** allow companies to reach candidates 24/7, screen them all quickly, and schedule interviews without even making a phone call.
- **Pre-hire assessments** can be built into the chatbot experience, further qualifying candidates before they reach the interview stage.
- **AI-based intelligent matching** screens inbound applications and searches existing talent databases to deliver intelligent-fit ratings for recruiters, hiring managers, and sourcing teams.

Taken together, tools that **automate the time-consuming tasks** of screening candidates offer a powerful way to increase recruiter productivity and make better hires by getting to the best-fit candidates quickly. Intelligent matching also **reduces sourcing churn** by making it easier to search existing candidate databases and employee profiles.

Automated candidate screening can even be done on outdated phones for candidates who typically apply with paper: Anglo American, a mining company, processed 12,500 applications in less than an hour with a text messaging system custom built for non-internet-enabled phones.



# 3

## Streamline Hiring Processes

Hiring often suffers from process breakdowns among hiring managers and interview teams. A lack of clear evaluation criteria can slow the hiring process and lead to gut-based hiring decisions that overlook practical competency considerations. Slow hiring results in lost opportunities and time to productivity, while poor decision-making costs the company in bad hires.

**Scorecards** embedded in an ATS bring transparency to the hiring process, allowing teams to make better hiring decisions with a consistent evaluation strategy that covers desired skills, behaviors, and competencies. When interview teams are equipped with candidate profiles, recommended questions, and a feedback scorecard, they can **easily rank interviewed candidates and make more objective decisions**, faster.

By tracking **Net Hiring Score** - the measurement of the fit between new hires and their jobs - companies can quantify their ability to make good hiring decisions. Scores across the business indicate where the hiring process is working well and where it needs adjusting.

A fintech company experienced a 3x increase in filling roles on time due to the increased speed of interview feedback within SmartRecruiters.

# 4

## Improve Reporting Relevancy

Not all recruiters are spreadsheet junkies, but **effective reporting is essential to the diagnosis of hiring roadblocks and the measurement of incremental improvements.** Without good reporting, it's difficult to communicate with business stakeholders on the issues that matter most.

A strong reporting plan includes tracking KPIs across the business and helps determine the efficiency of your processes, identify where you might be losing candidates, and prioritize process improvements. **If there's any doubt about how talent acquisition can save money, reporting will show the way.**



*There's no more scampering around trying to pull different pieces here and there from clunky dashboards. The data is speaking the language of business in the way we like to present it.*

- Shaun Rudden,  
Head of Talent Excellence

**Wolt**



Wolt kept its leaders up-to-date by integrating TA analytics into its business intelligence tool. As a startup in hypergrowth mode, these reports were critical to its next step as a business. After just three years of scaling, Wolt was acquired by DoorDash.

# 5

## Streamline Offers

The offer process is one area where the hiring can slow down, causing your company to lose candidates and lengthen the time to productivity. An ATS should facilitate **same-day offers that can be signed digitally from a pre-configured template library** of offer letters specific to department, region, brand, role, or other criteria. Integration with a digital signature tool allows new hires to sign offers from their mobile device. Lastly, an ATS should synchronize the new hire's information directly to HRIS and initiate the onboarding process.

**Streamlining offers not only helps you hire faster but also improves recruiter productivity and reduces administrative overhead costs.**

One global firm dramatically reduced manual upkeep times by simplifying their offer template library from 500 to 50.



# 6

## Automate Consent and Candidate Data Retention

Compliance is a major concern because non-compliance can result in costly fines and damage to the employer brand. Candidates should be able to provide explicit consent to how their data is used, and the system should allow the collection of data required by specific local jurisdictions such as Equal Employment Opportunity data in the United States. Many privacy regulations require that personal data is retained for no longer than is required for processing. To ensure compliance, it is important the applicant tracking system sets data retention periods of candidates' personal data for each jurisdiction in accordance with local privacy laws.

A system that **manages consent configurations for both immediate and future opportunities while automatically handling candidate data retention as required by law** allows companies to build a talent database that could bring cost savings later on through an active talent pool. It also **minimizes risk** of non-compliance.

# 7

## Empower Internal Mobility and Referrals

With an interest in fueling retention, many companies have turned a focus to internal mobility. At the same time, companies want to tap into employee networks with referrals. The **internal jobs portal** of an ATS can solve both problems by making jobs easy to find and share with employees. Applications should be trackable within the system and employees/referrals clearly identified as they go through the hiring process.

Internal promotions and referrals **reduce recruitment costs**. By setting targets and engaging tools to streamline these processes, companies can also **improve the employee experience, increase retention, and boost morale** – ultimately saving additional money down the line as the company becomes known as a great place to work.

After just three months with SmartRecruiters Employee Portal, telecommunications company CityFibre filled 40% of its positions with referrals and internal hires.

# 8

## Advertise in the Right Places

Managing multiple requisitions across multiple job boards is a necessity for most organizations - and typically results in wasted spending without the ability to manage ads or see results in one place. Programmatic tools can help optimize media spending and make automatic adjustments based on changes in the talent pipeline. Smarter job advertising can **eliminate or reduce spending on recruitment agencies.**

**The cost savings of centralized management of job advertising within a talent acquisition platform are direct and measurable.**

A healthcare staffing firm saved 1,500 hrs per week after eliminating manual job board postings.

A software company avoided \$180,000 in agency fees after revising its job board strategy to successfully fill 12 key engineering roles.



# 9

## Amplify Your Employer Brand

How do candidates differentiate your company from the hundreds of job ads they encounter? Employer branding via a careers page may require some upfront investment, but this is a place where spending a little can save you a lot. On a modern careers site, candidates can get inspired by your mission and growth opportunities while searching for jobs in an environment driven by **AI-based personalization, SEO optimization, and video-enabled pages on a careers site that integrates seamlessly with the ATS** help companies convert the best candidates to new hires even faster. Additionally, an ATS that facilitates the use of branded email templates brings forward your employer brand message at every stage of the hiring process.

Upleveling your talent attraction game with a branded careers site and localized, branded, mobile-responsive, SEO-optimized content helps you **find the right talent when you need it**. A templated, self-serve careers site **reduces agency/IT spending for careers site upkeep**. In sum, employer brand initiatives can **reduce the time to hire and lower recruiting marketing costs**.

For Aspen Skiing Company, the operator of four ski mountains and numerous hotels and restaurants, better job visibility on a central careers site resulted in a 24% reduction in recruitment marketing spend.

# 10

## Streamline Your Recruiting Tech Stack

On average, companies are using ten or more talent acquisition solutions.<sup>3</sup> Too many systems cause fees to add up people waste time chasing reports from system to system. This complexity results in companies overspending without being able to manage data strategically. With more than **70% of IT leaders frustrated with TA teams using too many solutions**,<sup>4</sup> it's time for a different approach.

By bringing a CRM, job advertising, recruiting, onboarding, internal mobility, and referrals all under one roof, companies get analytics in one place and reduce the IT burden. **A streamlined recruiting tech stack increases data quality and boosts reporting efficiency.** Lower system maintenance costs please IT leaders, and recruiter productivity is enhanced with best-of-breed tools and less frequent switching between systems.

<sup>3</sup> Aptitude Research, [Talent Acquisition Systems \(2021\)](#)

<sup>4</sup> Aptitude Research, [2022 Talent Acquisition Technology Buyer's Guide](#)

# 11

## Integrate with Time and Money-Saving Tools

**More than 60% of TA leaders and recruiters are frustrated with the lack of system integration in their TA technology.**<sup>5</sup> It's widely acknowledged that an ATS can't do everything, but without an open platform, add-on systems create unnecessary silos between necessary functions. When these frustrations are alleviated, recruiters become more efficient and data quality is increased.

Background checks, reference checking, and AI-powered sourcing are just a few of the add-on solutions that promote efficiency and time savings. Integrations like skills assessment results embedded into candidate profiles help teams make better hires. And if you're interested in experimenting with new tools, **an open platform allows you to try out new ways to gain efficiency and remove roadblocks to hiring better people at greater velocity.**

<sup>5</sup> Aptitude Research, [2022 Talent Acquisition Technology Buyer's Guide](#)



# Business Value Driver Summary of 11 Ways to Save

Here's a quick guide to understanding how the business value drivers for talent acquisition map to each of the 11 ways to save money identified above.

Ways to Save Money with a Talent Acquisition Platform	Recruiter Productivity	Quality of Hire	Hiring Velocity	Talent Attraction	Compliance & IT Efficiency
1. Automate Interview Scheduling	✓		✓		
2. Automate Candidate Screening	✓		✓		
3. Streamline Hiring Processes	✓	✓	✓		
4. Improve Reporting Relevancy	✓	✓	✓		
5. Streamline Offers	✓		✓		✓
6. Automate Consent and Candidate Data Retention					✓
7. Empower Internal Mobility and Referrals		✓		✓	
8. Advertise in the Right Places	✓	✓	✓	✓	
9. Amplify Your Employer Brand		✓		✓	
10. Streamline Your Recruiting Tech Stack	✓		✓		✓
11. Integrate with Time and Money-Saving Tools	✓		✓		✓

# Money-Saving Priorities Checklist

Before you start shopping for a new ATS, it helps to know exactly what you need to improve so that you can ask the right questions while receiving demos and engaging with sales teams. To get started, check off the items on this list that apply to you, and then rank them in order of importance.

- ☐ **Interview scheduling:** We spend too much time in back-and-forth communication when trying to schedule interviews.
- ☐ **Candidate screening:** We receive a high volume of applications that are difficult to sort through and prioritize.
- ☐ **Hire quality:** Attrition is high and/or employee satisfaction is low.
- ☐ **Reporting:** We don't know where the roadblocks in our hiring process are. We don't know where our best candidates are coming from. We spend a lot of time manually putting together reports on a regular basis.
- ☐ **Offers:** Our offer process gets slowed down with too many dependencies and templates.
- ☐ **Privacy and compliance:** We don't have an easy way to manage candidate data retention. We have limited ability to add candidates to the database because we need to be compliant.
- ☐ **Internal mobility:** Employees are not differentiated from regular applicants in our system. Employees have little ability to keep track of their referrals.
- ☐ **Job advertising:** Our job board ads and contracts are managed manually. We don't know which job boards are most effective for us. We're wasting money because job ads stay up longer than needed.
- ☐ **Employer branding:** Our brand is non-existent or outdated by several years. Our careers site is hard to find and the search experience for candidates is sub-par.
- ☐ **Recruiting tech stack:** We have too many systems that don't talk to each other so it's hard to see what the ROI is – or – we have a legacy system that doesn't integrate easily with other systems and it's holding us back from modernizing our recruitment function.
- ☐ **Integrations:** We are not getting the most out of our current toolset – or – recruiters spend a lot of time bouncing between systems. We would like to adopt tools that could save us money/promote efficiencies but it seems more trouble than it's worth.

# Money-Saving Checklist for Your ATS Search

When it's time to start talking to vendors, use these questions to guide your search, based on your priorities identified in the checklist above.

- ☐ **Interview scheduling:** Does the system integrate with your company's preferred calendaring system and allow candidates to self-schedule interviews via a simple link?
- ☐ **Candidate screening:** Does the system offer matching technology? Does it enable pre-hire assessments? Is there an advanced chatbot that can qualify candidates?
- ☐ **Hire quality:** How does the system enable the alignment of interviewing teams so that they can make better hiring decisions?
- ☐ **Reporting:** What does reporting look like and can you automate custom reports? Does the system offer an open platform that integrates with your company's BI tool such as Tableau or Looker?
- ☐ **Offers:** What support for offer templates and signatures are built into the system?
- ☐ **Privacy and compliance:** Is the system focused on compliance in all the regions in which you operate? Check to see if it is compliant in the ways that matter in region such as GDPR, CCPA, EEOC, and meets security standards such as ISO, SOC-2, FISMA, and DIACAP.
- ☐ **Internal mobility:** How does the system facilitate internal mobility? How does it handle employee referrals?
- ☐ **Job advertising:** Is there a centralized place to manage job ads and job board contracts? Does the system programmatically optimize spending across job boards? Does it integrate with the ATS so that ads are paused at pre-determined stages?
- ☐ **Employer branding:** Are jobs easy to search in a branded environment? Is the careers site SEO optimized and video-enabled?
- ☐ **Recruiting tech stack:** Are there cost efficiencies in adding on multiple functionalities? Is the reporting across functionalities integrated?
- ☐ **Integrations:** Is there an open platform that allows us to integrate with the tools we already use/want to use?





# The Importance of Partnership in Driving Cost-Savings

Every talent acquisition system was built with a unique lens on solving specific problems in hiring. As you evaluate systems, look closely at how they will improve the factors that drive business value: recruiter productivity, hiring velocity, quality of hire, talent attraction, compliance, and IT efficiency. Pay attention to how sales representatives listen to your needs and respond to your requests.

Any ATS implementation is a huge effort. It's worth your time to **ask detailed questions** about not only what you need but also how they will support the implementation. **A true partner will be invested in your success.** They'll ensure the system is implemented in a thoughtful way that maximizes efficiency and user adoption. By doing so, they'll help you meet all your goals of saving money, one hire at a time.



**See SmartRecruiters in Action**

As a global leader in enterprise recruitment software, SmartRecruiters offers a cloud-based Talent Acquisition Suite that allows teams to attract, select, and hire the best talent. 4,000 companies worldwide rely on SmartRecruiters to achieve Hiring Success—including brands like Bosch, LinkedIn, Skechers, and Visa—using recruitment marketing, CRM, AI, ATS, and a marketplace of 600+ connected vendors all within one scalable platform.

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