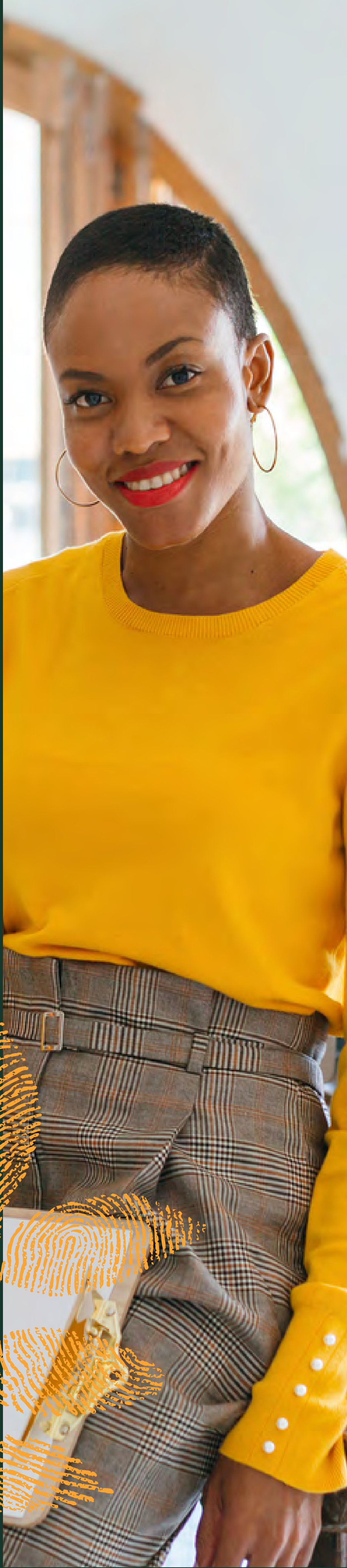
eBook

Buying an ATS: Everything you need to know

Greenhouse in partnership with RecruitingDaily

greenhouse



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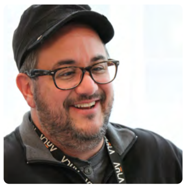

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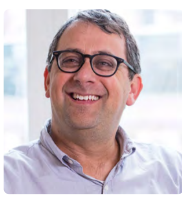

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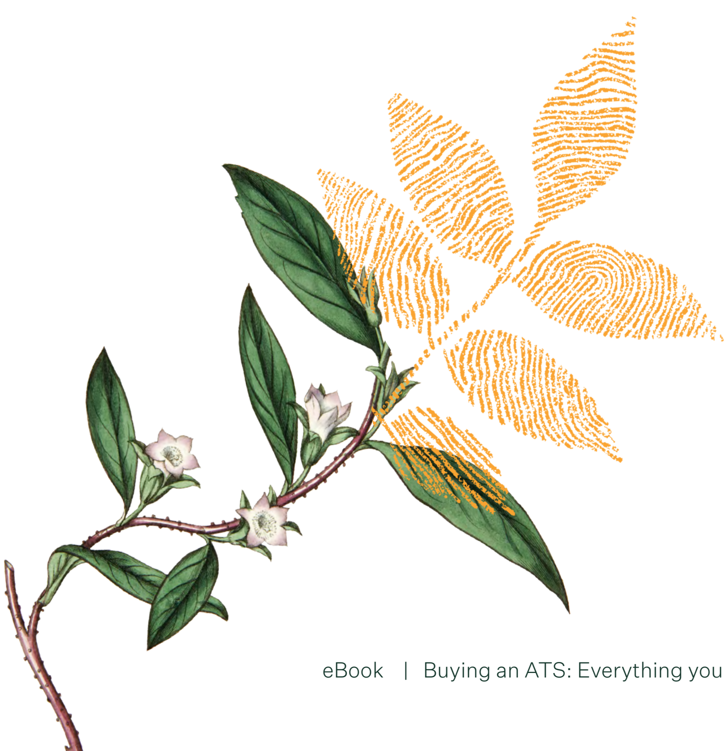
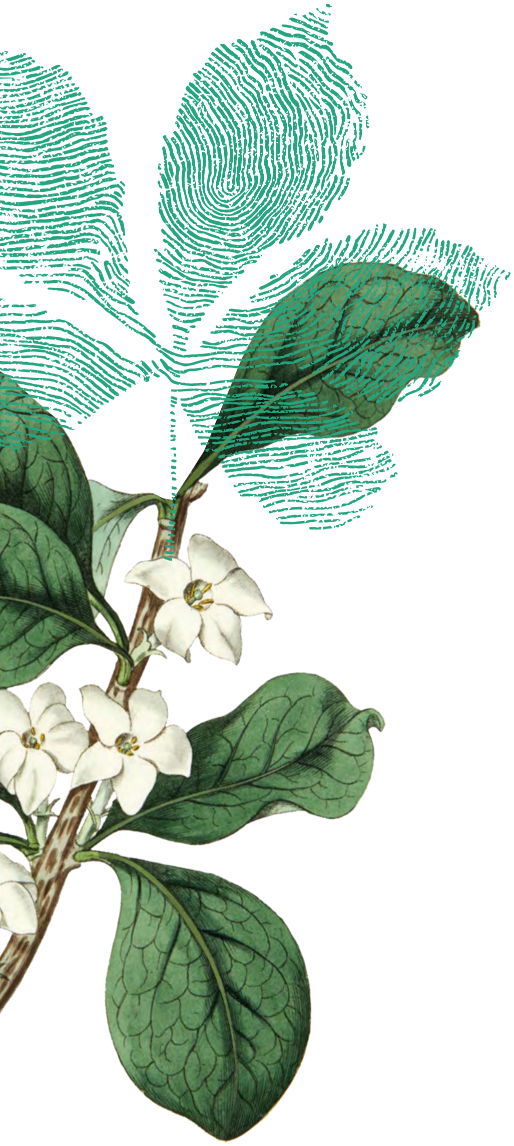




Contents

Introduction 04

Part 1
When and why to switch your ATS 08

Part 2
To RFP or not to RFP 12

Part 3
The importance of integrations 17

Part 4
Purchasing an ATS 21

Part 5
Customer advisory board considerations 25

Part 6
Decision-making time:
References and other factors 29

Conclusion 32

Introduction

The applicant tracking system (ATS) is the center of the modern recruiting tech stack.

> Over 90% of Fortune 500 companies use an ATS.

That makes sense, of course. At that level of scale and with those hiring needs, having a centralized system to organize everything – and, more importantly, stay compliant – is essential.

But it doesn't take much digging to reveal that companies and candidates are dissatisfied with the average ATS. Candidates get frustrated by clunky experiences that don't respect their time. Talent professionals feel they're stuck with systems that don't meet their current needs. And every internal stakeholder has their own list of personal grievances.

If you're getting ready to purchase an ATS for your business (or just thinking about it), this probably sounds all too familiar.

That's why we partnered with RecruitingDaily to delve into this topic. How do talent acquisition leaders approach purchasing an ATS? And what can they share about their experiences to help you with your purchasing decision?

We surveyed (and had subsequent discussions with) roughly 100 talent acquisition leaders across different company sizes, including genetic testing, banking, pro sports, big tech, e-commerce and direct-to-consumer sales, among others.

Our discussions focused on the ATS-purchasing process through these lenses:

Who gets involved in the demo?

Who gets involved in buying?

How soon do you discuss contract terms?

What is the role of software training and when does it come up?

Which integrations do you need, from must-haves to nice-to-haves?

Is headcount a factor?

How often do you switch your ATS?

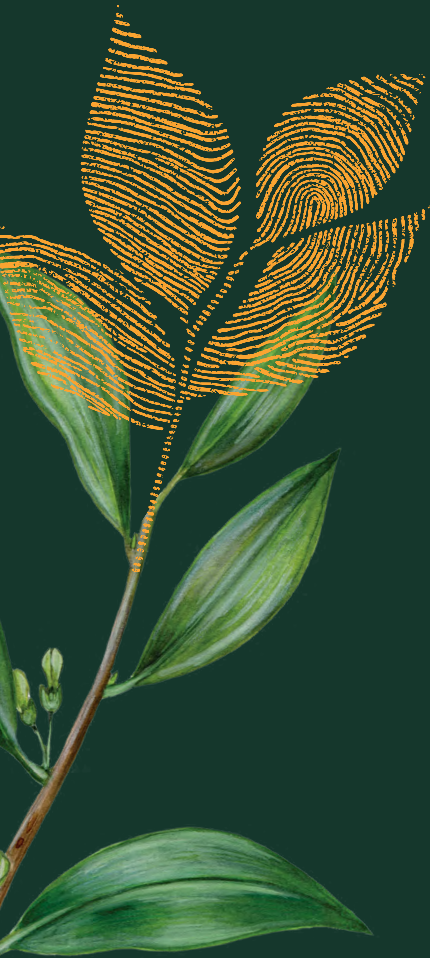
How many vendors do you usually bring into the process?

How early (if ever) do you discuss implementation?

This guide will dive into these questions, sharing insights and advice from industry leaders. Our goal is to take the pain out of the ATS-purchasing process and show you that you're not alone.

> "We see a lot of companies embark on the journey of replacing their ATS and make similar mistakes. We're behind any effort to demystify the process."

Jon Stross
Co-founder and President, Greenhouse



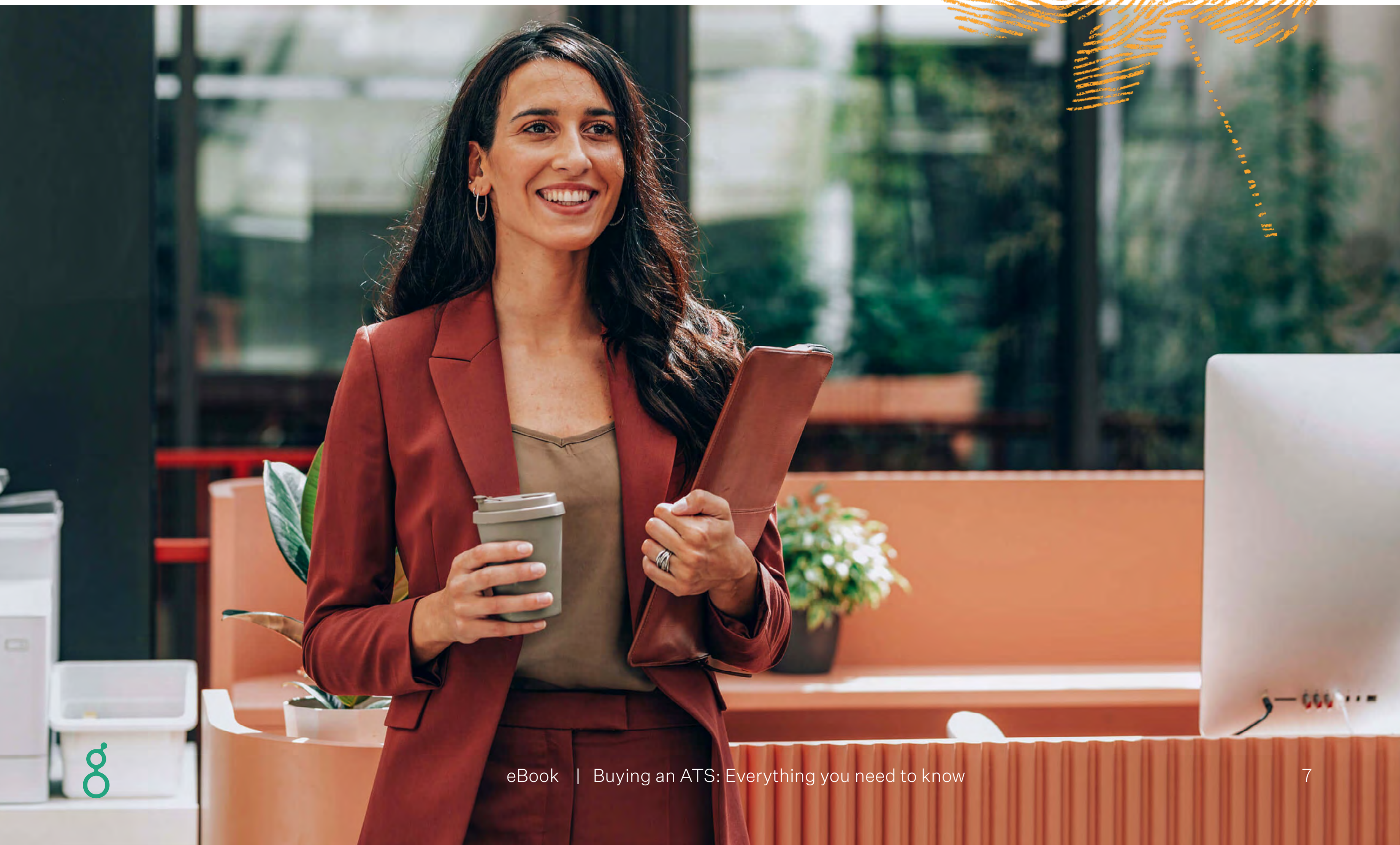
The process for evaluating an ATS

- Understand when and why it’s time to switch
- Outline your needs and scope out the vendor landscape
- Prioritize your integration requirements
- Manage your expectations
- Share feedback
- Ask for and speak to references

A note about this guide:

We've organized the information and research into key steps of the ATS-purchasing process. Treat it like a "choose your own adventure" and feel free to jump in at whatever point is most relevant to you. Looking for a high-level overview? Head to the conclusion for a curated list of highlights.

Return to table of contents



Part 1

When and why to switch your ATS

How often do TA leaders switch ATS providers?

When we asked talent acquisition leaders how long they've had their current ATS vendor, over 75% said less than three years, and a sizable number said less than one year.

Many of those TA leaders were from companies with 500+ employees and had a different ATS prior to their current vendor. While we already knew this anecdotally, the stark reality is that switching is happening – and it's happening faster than people (on both the vendor side and the internal TA side) realize.

There are dozens of reasons why TA leaders switch their ATS.
The biggest one is probably "The tech was sold as doing one thing, but doesn't seem to actually do it," and/or the processes are time-consuming and take away from truly strategic talent acquisition. Oftentimes, companies end up drowning in resumes and want to do more proactive sourcing, but that requires mountains of data entry and time that they simply don't have.

6 Common reasons for switching an ATS

1 Long time to hire

2 It becomes shelfware

3 It's outdated

4 Change in company size

5 Change in hiring strategy

6 Advocate attrition

Here are some other common reasons for switching (and why switching for these reasons may not actually be in your best interest):

Long time to hire

There's a jam-up in the process somewhere. It could be internal communication or it could be that the system is clunky and the internal team can't use it in a streamlined way. Middle managers and higher want to see empty headcount filled relatively quickly. If people believe the ATS is slowing down the process, they'll switch technology.

It becomes shelfware

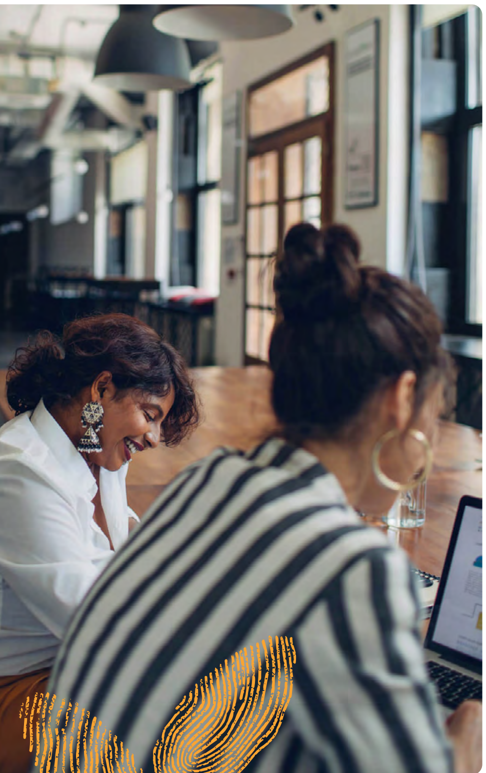
Basically, hiring managers and recruiters don't use the ATS anymore and create workarounds for the problems they see. If a company is paying for something and the teams that are supposed to use it aren't using it, well, it's probably time to switch.

It's outdated

In today's competitive talent market, candidates have more power than ever before. If you go with a more modern ATS, you get something that's specifically designed to create a seamless candidate experience. Candidates explicitly say that they make decisions based on their application and interview experience, so if your ATS is clunky and frustrating for applicants, it might be time to switch.

The company size has changed

As companies grow, there's often an internal perception that they've outgrown their original ATS, which they perhaps bought because it had a big slice of the SMB or mid-market. While this can often be right, it can be a dangerous assumption, too. A lot of times, what's actually happening is that certain features exist but they're not turned on yet. Or your TA team hasn't been trained in how to use those features. If there were more training being done, your current ATS might be the right ATS for you, even if you've hired 200 new employees since last year. Headcount is certainly a driver, but be careful that you're not throwing the baby out with the bathwater. Sometimes it's just a learning issue. Some respondents were from companies with 1,000+ employees and have been using their ATS for five or more years.



Change in hiring strategy

Anytime you change your hiring plans – whether it's for seasonal hourly positions or shifting to hire more entry-level or mid-level W-2 employees – the perception can be "Oh, because of the staffing strategy switch, our ATS is now outdated." And though that's often true, it may just be a training or configuration issue. A lot of ATS providers have scaled up integrations in recent years and have a pretty robust suite. Before making the decision to switch, it's worth asking what integrations are available in the context of your new approach and training your recruiting team and hiring managers on how these tools interact.

Leadership attrition

And of course, one of the top reasons for switching is "The decision-maker who bought this software just left."

> "Another common reason we see companies give for switching is that the reporting in their current tool isn't sufficient. Typically, the product is hard to use and teams have built 'side processes in spreadsheets,' meaning the data in the tool isn't accurate and their reports become useless. Operating in the dark like this works – right up until it doesn't. Maybe the CEO starts asking questions or TA isn't keeping up with the hiring plan. Suddenly, the lack of data becomes the stated reason for switching. But the real and sometimes unspoken impetus is the underlying rot of offline processes."
>
> Jon Stross
> Co-founder and President, Greenhouse

Here's what to focus on

In the next section, we're going to talk more about the request for proposal (RFP) process, but here's a sneak peek – in our surveys and conversations, the majority of respondents said they'd use an RFP the next time they want to switch to a new ATS. They prioritized their concerns in this order: features/functionality, integrations, price/contract value, user experience and user interface.

Your first step is to figure out whether your need to switch is based on a product limitation or a learning/knowledge limitation. You want to be sure you're switching for the right reasons.

Return to table of contents

Part 2

To RFP or not to RFP

Let's say you've decided that you're in the market for a new ATS. How do you kick off the purchasing process? Sending out an RFP to potential vendors is a common approach. But what should you know beforehand to get the most out of the process?

When we asked talent acquisition professionals about whether they would use an RFP in their next ATS purchase, over half of our respondents said yes.

The following five key areas of concern popped up:

87% Features and functionality	85% Tech integrations	72% Price/contract value
71% User experience	46% User Interface	

There's good news here. Talent acquisition leaders are adapting along with the HR tech market. Even five years ago, it's likely that price/contract value would have been the top concern. Now companies are realizing their ATS needs to have the right features and it needs to integrate with their entire ecosystem. In fact, around the same time we were conducting our survey, the City of San Francisco published an ATS RFP on Medium. One of the biggest components? The need for multiple integrations.

Jon Stross says the most common mistake Greenhouse sees companies making is focusing too much on correcting the flaws in their current system without exploring what is actually possible.

That approach has two downsides:

1 The ATS market has changed a lot in the last few years. If you're looking to fix your five biggest pain points with your 15-year-old system, you're missing out on all the innovation that's happened. Have you considered, for example, automated candidate satisfaction surveys, bias reduction tools and support for structured interviewing?

2 RFPs tend to be very feature-focused rather than value-focused. Think ahead to the part where you have to ask your CFO for budget. It generally goes poorly when your evidence is a big feature matrix that's focused on relieving recruiter pain. It's much more effective to start from the beginning in the RFP by focusing on the negative business impact of your current ATS and how your new system will serve as a big win for the business. Then line up the requirements that will support this win.

Writing an RFP that works

This varies by organization and needs, but broadly this is where you start: What do you need your ATS to do? What is the end goal? Work backward from there.

Start by taking your requirements and turning them into questions.

Here are a few examples:

Your current pain point	What to ask
Your current time-to-fill is too slow	How can your solution expedite time-to-fill?
Recruiter and hiring manager collaboration (or lack thereof)	How does your ATS make it easier for recruiters and hiring managers to collaborate?
You know your candidate experience isn't as good as it could be	What are the embedded best practices in your ATS to support a great experience?
You want to understand what's working well and diagnose problem areas	What metrics do you deliver and what is the reporting format?
You want to prioritize DE&I	How does your system reduce bias and enable DE&I in hiring?
You need to comply with employment laws	How does your system manage compliance and other legal issues?

It's also helpful to think of an ATS in terms of tiers of users and their needs. For example, a chief human resources officer (CHRO) will have one set of needs for the system, because they're ultimately responsible for talent acquisition. A CHRO will not be using the ATS often, and definitely not every day. Recruiters will.

Next, consider hiring managers. They should be using the system more, but it will need to be intuitive and user-friendly. Finally and most importantly, how will candidates perceive it? When you have a clunky, long, "oh-there-was-an-error-back-on-screen-6" process, you risk alienating your best candidates. They'll simply give up without finishing the application.

Within the RFP process, you will usually want to get input from members of IT and procurement, who will have different needs and questions. Get everyone to the table as you begin to draft the RFP. Involving them in the process early shows them you value their input and improves your chances of success later on.

As you draft the RFP, here's what you'll want to include:

What are your ultimate goals for a new system?

Why are you sending out this RFP now?

What's the timeline for vendors?

What is your company's profile? (Funding/revenue/projected hiring numbers for this year)

What are your basic requirements?

How should the vendors answer this? (Detailed, concise, concise + links to additional resources, etc.)

How will you be evaluating their answers? (Usually if 70% or more of the requirements are met, you'll continue to move forward with the vendor, but this varies by industry and org)

Who should they contact with clarifying questions?

Note: Within your basic list of requirements, be sure to specify which are must-haves versus nice-to-haves.

Are RFPs perfect?

The short answer: No. Most of our survey respondents noted that the RFP process is far from perfect. They know it's flawed, and they know too many cooks in the RFP kitchen can mess up the ratatouille. But at the same time, it still seems to be the best way to conduct a fair comparison. We hope that the tips we've provided here will make the RFP process run a bit more smoothly for you.

Return to table of contents

Part 3

The importance of integrations

In our survey and discussions with TA leaders across multiple industries, we asked, “How important is integration with your current talent acquisition process to the ATS vendor selection?”

> When asked how important integration with current talent acquisition process is, every single respondent said either “Very important” or “Critical”.

There are broadly four categories that integrations can fall into:

1. It’s already there.
2. You need to build it.
3. The vendor is willing to build it, but it will take time.
4. You can buy it from us.

The first bullet is gold. It means everyone can hit the ground running on day one. The other bullets are less desirable and create sourcing and recruiting inefficiencies. Everything seems to lag. Ultimately, no one is happy.

The majority of our respondents were big fans of partner ecosystems and pre-existing integrations, which allows their businesses to move faster.

The must-integrate list

The majority of respondents to our survey had a must-integrate list for when they deal with hiring technology vendors. Some of the big names (and categories of software) that came up included:

- LinkedIn and LinkedIn Recruiter
- Job boards like Indeed
- DocuSign
- HelloSign
- ADP
- Workday
- Namely
- BambooHR
- Background assessments
- Pre-hire assessments
- Payroll

One respondent seemed to perfectly capture what a lot of talent acquisition pros are thinking: "The goal would be to have one system where everyone's needs are met. Payroll, benefits, compensation, TA and onboarding. We have yet to see that happen with any provider."

That's the major issue in the ATS integration space. Companies would love for all these various needs to "talk" to each other, but that can be held up by the tech itself, the vendors making the tech and any internal politics at your company. None of these problems are likely to get completely resolved in the next few years. The best hope is to find solutions that speak to each other and get you as close to the total package as possible.

Make your list

The smartest thing you can do to start is to make your must-have list Think in terms of these broad categories:

- Payroll
- Benefits
- Onboarding
- Sourcing platforms
- Assessments
- Training
- Background checks

"Once you've filled in your must-have list, start thinking about where your business (and the industry) is heading to see what additional tools you might need to connect. Your ATS's integration ecosystem should run the gamut and allow you to craft your ideal TA technology stack, especially as your business grows and your needs change. When evaluating ATS partners, take a moment to understand their approach to pre-built integrations and unique partnerships, so you have access to everything you will need," says Dane Hurtubise, Greenhouse's VP of Platform and Partnerships.

But according to Hurtubise, there's more. "Here's a trick: Ask your existing vendors if they have opinions. While every ATS vendor will tell you they have lots of integrations and not to worry, your existing vendors can give you a more unvarnished look at which integrations are really good, which ATS vendors are good to work with and how their customers generally feel about the various ATS options. Of course, some of your vendors will have a conflict, but most HR tech vendors love a good gossip sesh."

What system is currently helping you manage each category of talent management? Be sure to write those down. Now, within the RFP process, list them out and describe how your organization is using them.

Try to get to 70–80% integration with your existing software and platforms. If there's something that a preferred vendor doesn't integrate with, could you maybe switch to something else for that area without disrupting workflow? We know that means multiple switches – ATS and something else – in a short window of time, which could be chaotic.

Think through all this and ask the vendor what they can do, how quickly and at what cost. The more systems that integrate, the easier your existence will be day to day. This takes time and can feel tedious to manage at points, but if you do it right, you save a lot of issues on the backend. Future-you will be giving past-you some serious high-fives.

Return to table of contents

Activities like screening, sourcing and interview scheduling generally consume six to seven of every 10 minutes across a recruiter's week.

Part 4

Purchasing an ATS

As we consider ATS workflow concerns, we're going to start with a little tightrope walk. We asked TA leaders, **"What problems do you want your new ATS to solve?"** and here's what we got back:

37%	27%	22%
Recruiting and workflow inefficiency	Recruiting and sourcing inefficiency	Recruiting, sourcing and workflow inefficiency

Clearly, there's a belief here that some mystical ineffectiveness or inefficiency lurks within your present ATS, and that switching your software will somehow make it disappear – like magic.

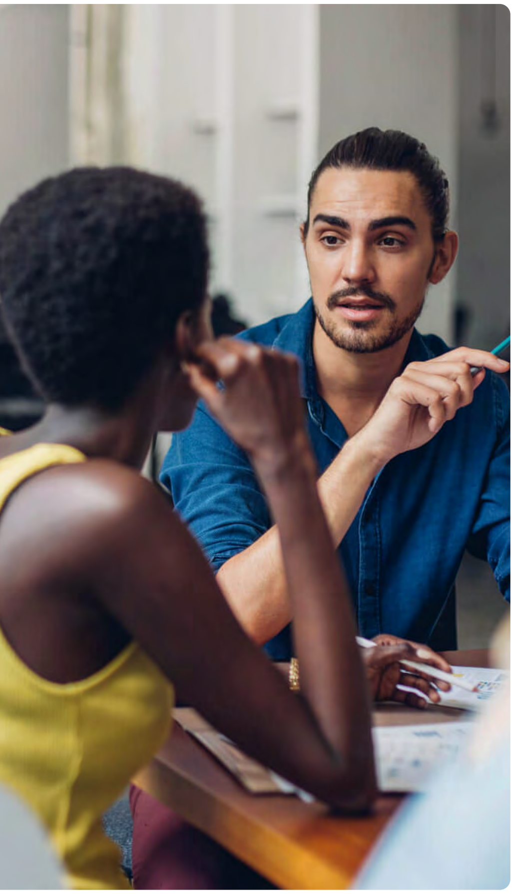
In reality, we know from experience that process often beats software. If your process is a train wreck, then having a new piece of software is not going to spontaneously fix those issues.

A better way to consider tech and software

Software – and tech in general – is a force multiplier. In recruiting, it works really well as a way to reduce task work for top-of-funnel hiring activities like screening, sourcing and interview scheduling. If you save your human recruiting force time on those things, which tend to consume six to seven of every 10 minutes across their week, then ideally what you get back is:

- More strategy
- Skills gap analysis
- Long-term workforce planning
- Better relationships with hiring managers
- More proactive recruiting

These benefits are all valuable, but the last one is super important.



We love this anecdote about a recruiter who built their pipeline by building personal connections with tech talent in their city. This particular recruiter took people to lunches, coffees and happy hours, putting in the time to get to know them and their needs. When they were ready to jump, they called that recruiter directly. By nurturing those relationships, the recruiter managed to bring in some of the most impactful people to the company, and also wasn't constantly on the recruiter hamster wheel trying to fill new openings. Using tech for many administrative tasks saved enough time so the recruiter could go to those lunches and coffees and happy hours. And, in the end, having more time – which tech provided for – got the company some true A-players and helped them succeed.

> Software should free recruiters from busywork and empower them to focus on strategy.

That's what it does well, especially with large volumes of data. But remember, it can't fix your recruiting process.

Why can't software fix process?

The recruitment process is often human-designed, and comes with a lot of title flexing, assumptions, politics and backstories. People want to protect their perch in jobs. A lot of processes are designed from a place of fear, not from a place of "this would logically be good for the business." When you buy an ATS, it can't change or adjust or "fix" the current processes you have. Those are rooted in humans wanting to feel a certain way about their connection to the company. Software will not fix that, and hastily introduced, low-context "hey we bought this new thing" software might make the situation even worse.

Jon Stross says, “The core question here that companies have to answer when evaluating a new ATS is,‘What’s your ambition for what you are trying to do in hiring?’ If you merely want a nice online job application and some knock-out questions, that’s a totally different thing than if you’re trying to upgrade your whole function, change how people collaborate, collect better data and systematically reduce bias. While none of those great things happen magically the moment you plug in a new system, they are awfully hard to accomplish outside of technology.”

Jon explains that the most successful companies make a commitment to improve their recruiting function by instituting structured interviewing and using technology to help make that change.

> “My recommendation to ATS buyers would be to truly understand what you’re trying to accomplish and find a system that will enable it. And, of course, don’t kid yourself that the tool will do all the heavy lifting of organizational behavior change for you.”

Jon Stross
Co-founder and President, Greenhouse

So what now?

We hope you now see that a new ATS is not a magic bullet. That leaves us with two options:

1 Change our minds about what software is and does
2 Become more collaborative about process engineering

As we mentioned in the section on switching your ATS, most of our respondents have had their current ATS for less than one year or between one and three years. There's a lot of switching going on in the space. And what's driving a lot of that switching is this "magic bullet" belief, which unfortunately isn't true. If your processes and workflows are lackluster, the new software won't change them – it might actually exacerbate your problems.

One of the biggest improvements you can make to your process is to implement structured hiring. That involves clearly defining what a candidate needs to be successful in a role and designing the interview process to assess them on those qualities. When you follow a structured hiring process, all candidates get a consistent experience and are evaluated against the same criteria. If this concept is new to you or you'd like to learn more about structured hiring, check out Structured hiring 101.

Return to table of contents

Part 5

Customer advisory board considerations

As you evaluate different tech vendors, you may want to consider what your relationship will be like after you make the purchase. How will you continue to communicate and what role might you have in the future of their product?

Customer advisory boards (CABs) are essentially partnerships between recruiting/HR tech vendors and practitioners. In an ideal CAB relationship, the vendor should offer the following:

- A slate of new features to showcase
- A list of questions about how practitioners tend to use the software
- Questions about operations, process and business relevance

The two sides would come together and aim for a better, practitioner-focused end product. That's the dream.

But according to the research, that's not happening.
The two biggest reasons?

1. Vendors don't ask their end users to serve in this capacity.

2. Practitioners and recruiting teams are not proactive about offering advice and feedback on the product (except when they want to switch).

Why aren't more companies taking advantage of CABs?

As with most things, human psychology and organizational design process come into play here.

On the vendor side:

- They might not want feedback, as it could derail their current product roadmap.
- It might seem like a daunting process to prepare for these in-depth discussions.
- They might be worried about presenting features that are not fully baked and that current customers will lose faith or trust in them.
- They might have alternate voice of the customer strategies that are more agile and real-time.

On the practitioner side:

- They often don't know they can give input or feedback and aren't aware of the channels where they could do so.
- There's a diffusion of responsibility, where it's assumed only the TA leader should have direct contact with the vendor.
- They're too busy actually using the ATS day to day and trying to get it to do what they want it to do.

These are some of the issues that hamstring the development of a CAB. So where do the benefits lie?

Inherent CAB benefits

Vendors can build a better product by having real conversations with end users. In the process, they strengthen this all-important relationship, which can lead to reduced switching. Think about it: If a vendor is saying, "Hey, let me show you some stuff we're working on and get your feedback on it," that customer will feel more valued and less likely to switch when their contract is up.

Recommended traits to look for in your vendor:

Transparency
Is it clear what's on the roadmap?

Velocity
Is innovation still happening?

Input
How can you as a customer have input into the roadmap?

When we talked with TA practitioners about CABs, here's what they said they liked:

- They get to see functionalities before the general public (and their rivals).
- They felt they were influencing product design at some small level.

Trust, relationships, loyalty, partnerships and better products. Sounds pretty good, right?

Getting involved in a CAB

Jon Stross recommends looking out for three things from your vendor:

1. Transparency
   Is it clear what's on the roadmap? Is it clear what's been shipped?
2. Velocity
   Is innovation still happening? Or is new product development dead?
3. Input
   How can you as a customer have input into the roadmap?

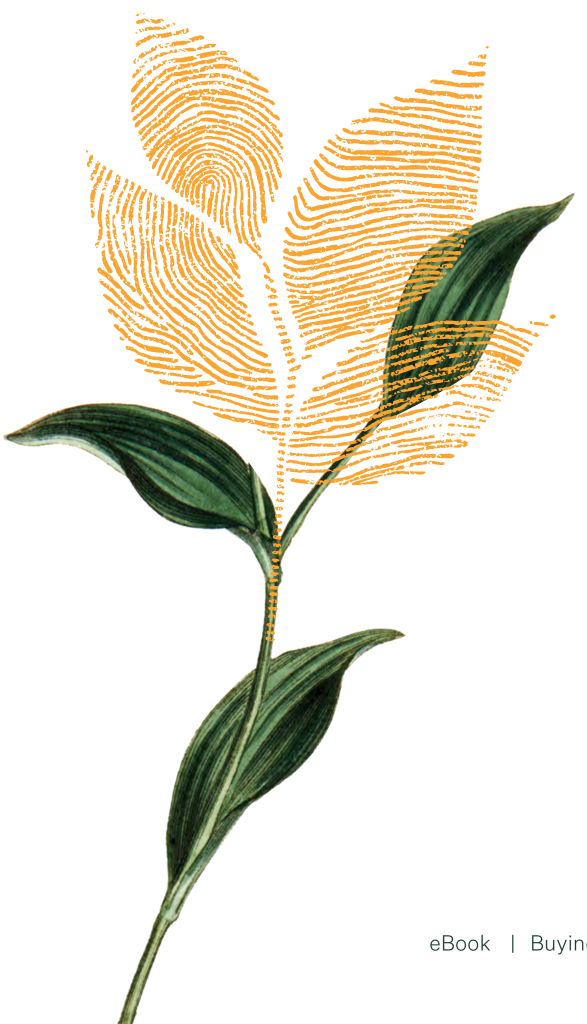
"While a customer advisory board is a great tactic, they tend to be pretty small, only reaching a tiny percentage of the user base. At Greenhouse, we go deep with a small selection of companies. We think a CAB is merely one channel through which we listen to and communicate with our customer base."

Jon Stross
Co-founder and President, Greenhouse

Greenhouse has a robust learning process that includes listening to customer requests coming in to customer support, in-person usability testing, strategic customer roadmap reviews, deep usage analysis, ongoing surveys and a robust communication strategy, including release notes, webinars and more. So while the overall topic of understanding how you'll interact with your vendor is really important, I would caution against focusing on CABs too much."

If the idea of participating in a CAB appeals to you, it's worth asking current and prospective vendors about CABs, and be sure to find out all the other channels they offer for collecting your feedback and insights.

Return to table of contents



Part 6

Decision-making time: References and other factors

Choosing an ATS vendor is a lot like hiring the right person. As when you're honing in on your top candidate for an open role, when you've narrowed down your selection to a few vendors, references can help fill out a more complete picture and shed light on topics you might have missed on your own. According to our survey, "like me" references are gold. That means asking for references from companies in the same industry that have relatively the same number of employees and from a person with a vaguely similar title.

Hearing examples, case studies and references from TA leaders like you when it comes to industry, vertical, size and title can be invaluable. General references or those that come from different industries or company sizes or titles were not valued at all by our respondents. Only 11% of them saw any value in generalized references.

What to ask your references

Which ATS did you use before?

What was the switching process like and how long did it take?

What were some of your biggest pain points before? How does this ATS solve them?

What type of support do you get from the vendor?

Have you faced any unexpected problems with the software? If so, what were they?

If you were going through the purchasing process again, would you make the same choice? Why or why not?

Is there anything you wish you'd known or done at the start of the purchasing process?

Of TA leaders surveyed:

71%
Would take an ATS with them to a new job

Okay, here's the surprising part – maybe

The industry has said for years – maybe even decades – that no one is loyal to an ATS. No one takes it with them from job to job, in other words. But across the 100 or so TA leaders we spoke with, that was not true. Rather, 71% of respondents would take their ATS with them to a new job. We dug a little deeper on this and found the sweet spot to be:

- You selected the technology at job one.
- You've used it for more than two years at job one.
- You have a comfort level with it now.

If you hit those three targets, there's a good chance you will try to bring your preferred ATS to – or make the case for it at – job two.

This finding aligns with what Greenhouse is seeing. According to Jon Stross:

> "A huge percentage of our new customers come from companies where a key person used our product previously. Happy customers are the bedrock of every successful SaaS business. I'm not sure why the HR tech market hasn't gotten that memo until now!"

The research debunks the idea that there's no multi-job connection or job-hopping context to an ATS. If there's a bond between an ATS and a TA leader (you yourself selected the software) and there's also familiarity, that ATS can continue into job two.

It's also worth mentioning average TA leader tenure, which Indeed has put at about three years and NACE has put at about two and a half. Here's what it might look like: You come in and drive an ATS purchase/ switch, maybe from your last job. You last about two to three years at this job, still have comfort with that ATS, and then take it with you again.

If you're an execution-level practitioner, you have two ways this can break out for you:

- Follow that senior TA leader around to different jobs, and you'll probably use the same ATS for a decade or so.
- Stick at one job as different TA leaders rotate in and get to know the entire ATS landscape in about five to ten years.
- Quit your job and sail around the South Pacific. (This option requires being independently wealthy, but sounds fun so we thought we'd mention it.)

Return to table of contents

Conclusion

In this guide, we've been talking about the process of purchasing an enterprise ATS, based on surveys and conversations we had with about 100 TA leaders across multiple industries and company sizes. We broke this up into six parts, and some of the big takeaways include:

Switching

The size of the company can influence switching, with the perception being that you simply outgrow your ATS.

But the key word there is "perception." The root of the problem could be that certain features aren't turned on or employees haven't learned how to use them.

A change in hiring strategy can also influence switching. Again, that's typically an issue that can be fixed by training and turning on features as opposed to switching.

RFPs

Buyers' top concerns for their next ATS purchase were: Features and functionality (1), tech integrations (2), price/contract value (3), user experience (4) and user interface (5).

Respondents also think that the RFP process isn't perfect but they haven't found a better way to compare apples to apples.

Integrations

Integrations are tethered to workflow efficiency/inefficiency. Buyers love partner ecosystems and pre-built integrations. They see sourcing and recruiting inefficiency in integrations that they then have to build, wait for or purchase. They want those integrations to work from day one.

Respondents also told us that they have a "must integrate" list before they talk with ATS providers. They know what technologies they're going to continue to work with and they want that tech already integrated with the new ATS when they go live.

Workflow

The core problem that buyers want their ATS to solve: Recruiting and workflow inefficiency (1), recruiting and sourcing inefficiency (2), and recruiting, sourcing and workflow inefficiency (3). (Is there an echo in here?)

Respondents believe that they have inefficiencies somewhere in their hiring process and that a new ATS purchase will fix those inefficiencies.

Problem: There is no ATS magic bullet. We all know that process eats software for breakfast, lunch and dinner.

CABs

Customer advisory boards aren’t being used strategically because buyers aren’t being asked by technology vendors to serve in this way and TA professionals are not proactively giving advice to software partners.

What works for buyers about being in a CAB context? You get to see functionality before the general public and you feel like you influenced product design with your participation and feedback.

Vendors and TA pros can both try to bridge the communication gap and create channels for sharing feedback.

References

References that showcase similarities – same industry, same company size, same growth rate – were extremely important to help buyers understand how a particular ATS could specifically fit them. General references were seen as valuable by only 11% of respondents.

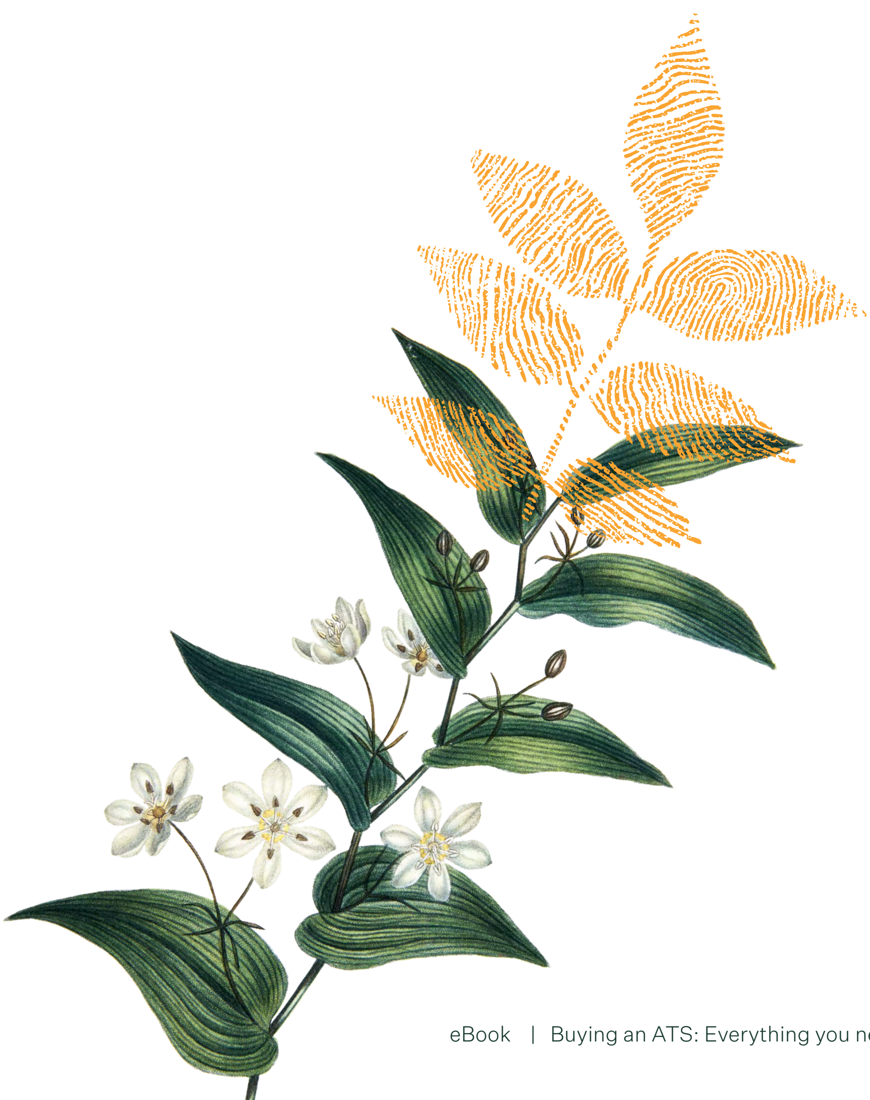
71% of respondents said they would take their ATS to a new job. It’s typical to remain loyal – especially to technology that TA leaders select, use for more than two years and have a comfort level with. You don’t want to learn a new system if you don’t have to.

Let’s talk more

We’d love to keep going with this discussion. The ATS is the backbone of the recruiting team’s tech stack. If that part isn’t working for your business model or your team, changing technologies is of paramount importance.

There is considerable shifting in the ATS world, especially as industry-leading vendors come online with simpler solutions that prioritize candidate experience.

We’d love to help you identify and prioritize your needs and find the right solution for your organization. If you’d like to learn more about working with Greenhouse, don’t hesitate to get in touch.



About Greenhouse

Greenhouse is the hiring software company. We help businesses be great at hiring through our powerful hiring approach, complete suite of software and services, and large partner ecosystem – so businesses can hire for what's next.

Based in New York City with offices in San Francisco, Denver and Dublin, Greenhouse Software has nearly 4,000 customers. Some of the smartest and most successful companies, like HubSpot, Cisco Meraki, BuzzFeed, J.D. Power and Warby Parker, use the Greenhouse hiring software platform to improve all aspects of hiring, helping them to attract top talent.

These leading organizations hire with Greenhouse

HubSpot	cisco Meraki	BuzzFeed
Dropbox	wayfair	WARBY PARKER

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Greenhouse is *the* hiring software company.
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software and services, and large partner ecosystem –
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