

2016 Recruiting Software Buyer's Guide

When you are buying a recruiting solution, you need to ask yourself crucial questions about what you expect from the technology and how you will use it. Since we've been in this business for 10 years, we've given it a lot of thought and put together a list of key questions for you to help guide your decision making process. Answering these questions honestly and clearly will ensure that you pick the right recruiting software for your organization--that will serve you well today and for many years to come.

1 How easy is it for your recruiting team to use?

VERY EASY OK DIFFICULT VERY DIFFICULT

According to Capterra, recruiting software can improve your hiring process and efficiency by 94%. Ease of use is the most important factor that determines if your recruiters will actually use the software because they don't have time to figure out clunky features that slows them down. To maximize adoption across your organization, choose a recruiting solution that has:

- A consistent user interface across the entire recruiting platform
- A customizable dashboard that surfaces the most important information for your recruiters to take immediate action on
- Easy schedulers and emails Smart schedule functionality and email templates across different calendars (Outlook, Gmail, and more) that are available right within the system so that there's no need to go back and forth from your recruiting platform and other business applications

3 How easy is it for your hiring team to use?

VERY EASY OK DIFFICULT VERY DIFFICULT

Much to your frustration, it can take days or sometimes weeks for the hiring teams to approve requisitions, evaluate potential candidates, and submit their interview feedback forms. In fact, the hiring team is often the biggest bottleneck in the recruiting process that can extend your time-to-fill and negatively impact your performance. So, choose a recruiting solution that:

- Makes it easy for the hiring team to take action on a candidate on mobile, making it convenient and simple to move the process along
- Enables them to go into the software and evaluate candidates, check on status, and submit evaluations
- Sends email reminders and notifications when a request or approval is stuck in the queue

2 How easy is it for candidates to use?

VERY EASY OK DIFFICULT VERY DIFFICULT

Did you know that 76% of job seekers prefer to apply through a career site and that if it's complicated, difficult to use, or requires more than a few clicks, 48% of those potential candidates will abandon the effort and drop out? PotentialPark proved that it's true in a recent study of over 23,000 job seekers. In this hot job market, delivering a great candidate experience can make or break your ability to attract and hire top talent. When looking at a recruiting solution that will power your career site, make sure includes:

- A simple apply process that allows candidates to submit their resume without signing in or registering
- A responsive and simplified mobile apply process that works on all devices
- A completely customizable user experience so that your career site and corporate website are consistently branded

4 Does it support the whole recruiting funnel?

ALWAYS MOST OF THE TIME SOMETIMES NEVER

Recruiting is not just one activity; each requisition requires hundreds of small actions that move the process forward--ultimately toward a successful hire. A truly comprehensive recruiting solution should take every stage of the recruiting funnel into account--from sourcing through to onboarding. Standard ATS's and simple job posting templates just won't do. Look for recruiting software that:

- Has a central CRM that holds your entire talent pool, connects with the major job databases, and is easily searchable
- Makes it easy for your employees to share job openings in their networks via hundreds of social media properties globally, because just having the big 4 -- Facebook, Twitter, LinkedIn, and Google+ -- is not enough
- Makes the transition from hiring to onboarding a breeze and connects seamlessly with your other HRIS systems

5 Do you measure recruiting success?

ALWAYS MOST OF THE TIME SOMETIMES NEVER

If your recruiting platform supports the whole funnel, then it means that all of the data is stored in one place and, with advanced analytics and big data technologies, a tremendous amount of insights can be surfaced. From these insights, you can make more informed decisions about what's working and what isn't. Whatever metrics you use to assess your recruiting performance, make sure that the recruiting software you choose has:

- Analytics embedded throughout the application, including in the requisition page and candidate profile to showcase progress
- Standard and customized reports that show metrics such as time-to-hire and career website traffic
- Source reporting for including social media recruiting efforts, job boards, and resume databases

7 How secure is the platform?

VERY SECURE SECURE KEEPS ME UP AT NIGHT

It seems like we hear about a new security breach every day, particularly from organizations that you would think keep their data completely safe. HR information is the most highly prized kind of data on the market. Think about it; there are social security numbers, salary information, and the list goes on and on. So that you can sleep soundly at night, make sure that your recruiting platform has implemented the state-of-the-art security technology including:

- Standard industry compliance certifications including ISO27001:2013, 27017, and 27018, SSAE16 SOC 1, 2, and 3, NIST, and others
- Encryption of the most sensitive personal data
- Role-based controls so that hiring managers, hiring teams, and recruiters all have tailored permissions and views into the data

6 How well will your recruiting software company support you?

VERY WELL OK POOR VERY POOR

Even if you have the most intuitive and well crafted technology available, you inevitably need help with something--whether it's a glitch in the system or a feature that need to be trained on how to use. The best customer service teams are usually award-winners and have high NPS scores--between 8-10--so don't be shy about asking that question. The software vendor you choose should offer the following customer service and support services:

- 24/5 availability
- For premier customers, a dedicated account manager
- Multiple support channels: email, chat, phone, and community engagement

We hope that this buyer's guide was helpful as you evaluate each recruiting software vendor because this is an important decision, so choose wisely. The right technology can dramatically increase your performance and make you a hero in your organization. For example, Jobvite customers typically see a 27% lift in time-to-hire, an 18% increase in referral hiring, and a 30% reduction in candidate acquisition costs.

To learn more about the Jobvite Platform, visit our [website](#) or view our product [videos](#).

About Jobvite

Jobvite is leading the industry by helping emerging and enterprise companies stay one step ahead and hire top talent easily, efficiently, and effectively. Our comprehensive and analytics-driven recruiting platform accelerates recruiting with an easy-to-use Applicant Tracking System (ATS), social recruiting capabilities, mobile-optimized branded career sites, a recruiting branding solution, on-demand video screening, advanced analytics, and it seamlessly integrates with HR systems. Focused exclusively on recruiting software since 2006, with offices in San Mateo and London, Jobvite was the first to deliver social recruiting, native video interviewing, advanced scheduling, and CRM. Jobvite has thousands of customers including LinkedIn, Twitter, Schneider Electric, and Gamesys, and was named a leader in the "Forrester Wave for Talent Acquisition, Q3 2015." To learn more and request a free demo, visit www.jobvite.com or follow us on Twitter [@Jobvite](https://twitter.com/Jobvite).

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