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Technology Wise
"You Name It, We Do It"

Whether you're a recruiting firm or the HR department of a large organisation, your recruitment software 'should be able to handle the integration of all aspects of the recruitment process.'¹ Put simply, the ideal recruitment software should automate or eliminate all the boring and repetitive tasks so recruiters are free to concentrate on matching the best candidates to clients.

In this short white paper, we touch on the recruitment landscape, and explore how to choose a recruitment platform that will help you to:

- Automate administrative tasks so that recruiters can recruit.
- Streamline business processes, eliminate gaps and overlaps, and raise Productivity.
- Minimise training time for new recruiters.
- Adapt to change, individuals and individual businesses.
- Take each job to successful conclusion quickly and accurately.
- Maintain and grow your client base through satisfaction and referral.

Does it work the way you do?

The ideal system must also be able to manage your administrative, business development and marketing activities. These include office management chores such as filing documents, draft emails and letters, recruitment database administration, and coordination of marketing activities. As we'll see, most systems currently used by recruitment firms don't support parts of the process, or don't integrate them into a complete platform that works the way recruiters do.

Does it fit like a glove?

An effective recruitment system must help recruiters handle their workflow and the administration that comes with it, accurately and quickly, so they can focus on the high value activity of recruiting. Best practice means the recruitment software is most likely

designed by recruiters for recruiters, and is continuously refined and updated for new technologies or deployment options like mobile devices and cloud services.

Ideally, the software should provide:

- An end-to-end recruitment platform that all recruiters can use for all their Work.
- A system that is so intuitive that deployment and training are fast and easy.
- A single platform that supports both operation and management of the Business.
- A central repository for all emails and documents that all relevant staff can Access.

In addition, it's helpful if the software can monitor recruiters on a range of KPIs, so you can help them optimise their performance, without watching over them or asking them to do reports. A well-designed recruitment system can enable greater productivity reduce wasted recruitment time wasted, leading to higher throughput and profitability, which makes everyone happy.

A key point is the impact of good recruitment software on staff retention, which is a constant challenge for managers, especially in smaller firms. When you have great systems in place that make the recruiters' jobs easier and more rewarding, they'll think twice about going elsewhere. Good systems improve stability, and stability means high productivity and consistent performance.

Are your needs being met?

It's best to keep a clear head during the selection process. Recruitment is a people business that revolves around dynamic relationships. Excellent communication is crucial, and responsiveness is a competitive advantage. Recruiters have to juggle a lot of tasks at the same time in real-time, and the recruitment software you choose must make that job easier for them. These are some of the questions you should answer before you begin to assess recruitment software:

- What chores are your recruiters doing that can be eliminated or automated?
- How many of your staff will need to access your key information?
- What software applications need to be integrated with your new system?
- Which external facilities do you need to link to (for posting ads for example)
- How tech-savvy are your recruiters; how much time will deployment and training take up?
- What are your growth plans, and how scalable is the software?

How does it perform?

There are also several general aspects you need to check with any software package you buy, such as its performance, the quality of the vendor's support, the ease of producing the reports you want, and the options available for customisation to your way of doing business.

One more thing you should do is ask shortlisted vendors for a scenario-based demo, after you've seen their rehearsed demo. 'Identify 10-20 different scenarios that you would actually want to use the product or service for.

How well does it manage your data?

After the ability to customise their workflow to suit their operations, respondents in the Longhaus Survey cited the following as major concerns:

- Business intelligence
- Data quality
- Standards and governance
- Migration costs of legacy data
- Training and staff adaptation.

Three of the top four concerns share a single factor,' the report states, 'which is data management. This is more than a technical issue and concerns skills of the user managing the data. The problem in many recruitment firms comes back to systems that don't provide end-to-end data integration from Outlook to CRM to Applicant Tracking System to customer database.

The result is that records aren't always updated or details are incomplete or records weren't created in the first place. In addition, outstanding candidates aren't always flagged, and big warnings are missing from problem candidate records. Perhaps not all of your recruiters use your systems all of the time, and some keep their own spreadsheets on the side.

Bottom line

In a nutshell, best practice recruitment software is a platform that:

- Automates repetitive and administration tasks so that recruiters can recruit.
- Streamlines business processes and communications.
- Ensures data and communications are always up-to-date and accessible to all.
- Is so effective and intuitive that it becomes the obvious system for recruiters to use.
- Keeps your sensitive data safe and secure.

Best practice recruitment software will not and should not change the basic way your business works. It might show up gaps or traps in your workflow; it won't optimise your business processes but it will automate and integrate them. Once your communications and records are always up to date, the platform should become the 'central nervous system' of your firm.