How Using an Applicant Tracking System Can Improve Candidate Experience

More than ever, job seekers and employers recognize how critical the end-to-end candidate experience is to recruitment. While that's the first step toward addressing pain points and closing gaps, it doesn't quell all the frustrations candidates have throughout the hiring process.

Exclusive research and insights from CareerBuilder's 2017 Candidate Experience Study will help you understand the complex perceptions, attitudes and behaviors of both candidates and hiring managers — and how you can use technology to improve your overall candidate experience.

This research shows that applicant tracking not only plays a key role in candidate experience management, but it is also central to the stages where candidates report the greatest amount of frustration and negative experiences.

Tech-Led Automation Can Lead to a Superior Candidate Experience

Nearly 4 in 5 employers (78 percent) using an ATS say recruitment and HCM technology make finding great talent easier than ever — compared to 47 percent of employers with no ATS.

Organizations using an ATS place more emphasis on the candidate, employee and hiring manager experiences.

85% of employers using an ATS say their organization has a full process outlined — from application submission to start date — to ensure consistency for open positions.

86% of employers using an ATS say that technology has made their hiring more efficient.

Employers using an ATS are 25% more likely to have a standardized hiring process to help deliver a consistent candidate experience.

Take the Opportunity to Leverage Technology to Your Advantage

43% Only 43% of all employers currently use an ATS.

Ongoing responsive communication is key to delivering a great candidate experience in both the action and engagement stages of the hiring process — and an applicant tracking system allows for better communication. Organizations with an ATS report having significantly higher notification and re-engagement rates compared to those who don't.

> See how CareerBuilder's intuitive applicant tracking system can help you streamline your recruitment process and attract quality candidates.

Employers with an applicant tracking system report significant improvement in these key areas:

Ease of filling positions
81% satisfied

Quality of candidates
83% satisfied

Time it takes to fill positions
79% satisfied

Recruiting process overall
86% satisfied

In today's growing HR software market, any candidate management system you choose should add hours back to your day, integrate with other technology partners and help with ongoing communication with candidates, which will ultimately help deliver a better candidate experience.

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