



# Selection criteria for recruiting software

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# Introduction

## Project and staffing companies today face a variety of unique challenges due to a strained economy and a highly fluctuating demand

Especially in the most competent and most established staffing companies these challenges cause great anxiety with regard to the operational effectiveness.

In addition, growing competition and a rising demand for service on the part of the customers has made it critical for companies to maximize their workflow efficiency.

The automation of work steps through the use of recruiting software makes project matchers and recruiters better equipped to achieve a variety of business objectives. Strategic decisions, the exceeding of internal targets, reaching of customer objectives and the increase of solid growth can be accomplished with help of recruiting software.

The comparison of different recruitment programs can be a challenge. This script will help in the following

- Identifying key requirements for the selection of a recruiting software
- Recognizing the advantages of recruiting software and CRM software as a complete solution
- When reviewing the differences between hosting and non-hosting solutions as well as highlighting additional aspects during your purchase decision

If you are reading this script, think of your business and how technology can increase your team's productivity.



# Selection criteria for recruiting software

## What is recruiting software?

To put it simple, recruiting software is a software solution that automates the organizations staffing of available positions as well as making centrally located candidate data, including resumes and applications, accessible. As a result project matchers and recruiters can better manage the recruiting process - everything between the application and the conclusion of the contract. This is due to an extremely efficient job placement. Already today the following key technologies are already groundbreaking:

- Mobile and cloud computing technology platforms
- Multimedia and unified communications platforms
- Social networks

Pure CRM systems are primarily intended to maintain and manage business contacts and leads. In contrast, recruiting software provides powerful support within the creation of positions and their management as well as providing import, search and matching functions for candidate records. These immensely speed up many tasks within the placement process and offer high quality search results. Good recruiting software contains CRM modules. These make business contact, partner, applicant, and positions data available. In some cases, such systems even offer contract creation and billing functions. Consequently good recruiting software is also a CRM system, but a CRM system is not recruiting software.



# Selection criteria for recruiting software

Why should I consider **INVESTING** in recruiting software?

At a time of increased savings the investment in recruiting software is the ideal way to recruit highly qualified and specialized candidates quickly and cost effectively. Recruiting software can eliminate unnecessary work steps by implementing intelligent workflows which also significantly reduce unproductive time. By wasting less time one has more room for the search of suitable candidates and can staff open position faster. Recruiting software reduces time needed and increases the number of placements.



Today companies of all sizes invest in recruiting software not only to help them manage their own candidate database, but also to optimize the workflow towards their customers. Many manufacturers of recruiting software offer solutions with extensive reporting functions which greatly reduce the time needed to create reports. When an intelligent workflow is implemented, it increases the productivity of the recruiter and increases the placement efficiency. These are just a few thoughts that are behind the idea to investment in recruiting software. When comparing recruiting programs to each other, keep in mind how they can benefit you by producing huge savings and increase the profitability of your company.

Last but not least, a legit software provider designs his license agreements clearly and understandably - i.e. the customer can view the license terms and understand them at any time. The contract runtime and the individual agreements have been communicated clearly and unequivocally prior to contract conclusion. Clarity in this respect is an important sign of quality.

# Selection criteria for recruiting software

## Do you know your requirements?

An important first step in the assessment process is to determine your own requirements. The following information is useful when you compare different recruiting programs and services.



It is best to examine and document the entire recruiting process, every interaction and all problematic factors step by step. This way you will have defined your current process, identify goals and formulate requirements for your new

system. Before you think about how a new software solution can improve your business processes, you must know your own needs. Consider all the things you are missing in your current system and the ones you would like to have in your new system.

Also consider how you would access this system. Are you looking for a system that is installed on your computer or is available over the internet? Who should have access? Executives, managers, recruiters?

Finally you should determine the budget as far as possible at the beginning of the evaluation process. Make sure you not only consider the cost of the software in your planning, since setup fees, consumption-dependent

costs, costs for the hardware and support costs may apply, especially during the implementation phase.

Furthermore take into account that you need backup and recovery systems. Check with the providers for detailed prices of the products and services until you really know the total cost.

# Selection criteria for recruiting software

## Is the Hosting solution something for you?

Hosting solutions are called SaaS, which stands for software as a service. The provider provides its recruiting software on a server to the customer. The server setup, administration, and maintenance are carried out by the provider. In addition a trusted provider performs regular backups of the entire system. For the customers this has two great advantages: they don't need to worry about the technical operation of the server and on the other hand they can access the recruiting software over the Internet from any location. Especially for companies with several offices the web-based deployment is of interesting, because the customer can be access the program from anywhere. He must not care for the administrati-

on of the software or hardware. The maintenance costs are very low for the individual customer.



The alternative to SaaS is the non-hosting solution. Non-hosting solutions are server based systems that require programs to be installed on the computers of individual users. The non-hosting model requires a physical server within the customer organization. This model increases the costs, security risks and maintenance enormously. Non-hosting

solutions require that a sufficient administrative knowledge within the customer organization can be provided.

The maintenance of the server, creating backups and troubleshooting hardware issues are complex activities needed to ensure the smooth operation of the system.

Most importantly during the evaluation of the different service models it is important to find out whether the total costs include all expenditures and provisions for the entire rollout or not.

# Selection criteria for recruiting software

Does your **solution** concur with current **data protection regulations**?



In the light of more need of confidentiality and of the increase in cyber-attacks recruiting software needs to be reliable, user friendly, and especially safe. Security has become a very important matter for HR and recruiting businesses. Their customers need assurances that their business data is kept secure and protected.

EA cloud based solution is a secure and trusted environment, if the hosting

includes the use of a firewall, data access control is provided via an HTTPS connection, and a professional server monitoring tool is used, which informs the administrator of incidents and make him immediately act according to a contingency plan. These actions make working with the recruiting software secure.

Ask your provider if he follows the Government guidelines for Data protection. The international standard ISO/IEC 27001 is a catalogue of requirements for the operation, monitoring and maintenance of data processing systems. Therein IT risks across the whole organization are addressed. A trusted provider of recruiting software offers a hosting service that is certified according to

these standards. When following these standards it means that you will not be considered liable for data loss or access errors towards the clients and can immediately forward claims to the provider.

Also reliability is important. Often providers offer a one percent fail safe tolerance per year. This means that the down time is a maximum of 88 hours and claims can only be submitted when exceeding these. It is important that these things are clear in advance, so that you know of remaining risk.

# Workflow management

Recruiting software provides a user interface that displays the entire recruiting process – from posting a position to the placement of the candidates. Good recruiting software should give you an efficient advantage through which you can improve your existing workflow, instead of inventing it anew, and achieve high user acceptance.

A basic workflow within this system typically includes eight steps and various intermediate statuses, which are in direct connection with the individual steps. As



a rule, a recruiting process begins with the creation of a position. This contains the requirement catalog, supplemented by key data. Next the database is searched for suitable applicants and publishes the position on one's own online job market publishes as well as in forming one's partners thereof. Then, candida-

te profiles are checked and possibly assigned to the position. Now the candidates are made aware of the open position. In the next step, the feedback of the candidates is saved and suitable candidates, who are available, are offered to the customer. Finally contracts with the applicants and clients are agreed upon.

Typically you have the choice whether you use a standard workflow or change the program settings so that it fits into the workflow of your business. The workflow of good recruiting software offers you sufficient flexibility. Speed and flexibility are the two main factors that you should consider during your search for the right recruiting software.

# Mobile recruiting



Mobile access to your recruiting software enables your recruiters and salespeople to use background information on clients and candidates. This way one is better prepared for the first meeting. It is expected that within the next two years, 65 percent of the project matchers and recruiters will use mobile recruiting. Its importance during the search process will increase strongly. Today most recruiters desire mobile access to their recruiting software.

Especially for sales and account management mobile access is a crucial factor, even more than for recruiters. This is because they can then provide better customer service and edit positions faster. If the recruiting software you are interested in offers a mobile access option, then make sure the following four aspects are considered:

- Are emails which you send mobile automatically saved in the system?
- Can you search the database in real time for candidates and customers?
- During the meeting with the client is it possible to create a new position and save it in the database, so that any the recruiter can immediately begin with the staffing process?
- Can you inform yourself on the road of critical positions and the status of positions?

# Business Intelligence

One of the biggest opportunities for staff and project matchers to gain a competitive advantage is by using data availability and analyses to optimize business processes.

A business intelligence tool shall provide all the available data needed to identify important relationships and to make even better business decisions.

The activities of your team produce large quantities of data and information but these are not able to provide qualified statements by themselves. Statements to the performance of your company are not possible without a precise

analysis. Finally, the datasets can be misleading due to incorrect or incomplete information. When you examine various recruiting software make sure that you understand your requi-

It is possible to compensate for a missing reporting capacity through the acquisition of external programs. However, if you want recruiting software that already comes with a good reporting function, then you should expressly ask the software supplier of such a possibility.



rements and which reporting tools you will need.

# Social recruiting

**Social networks have become an indispensable tool for staff and project providers when publishing positions, recruiting candidates, sharing content, contacting prospective customers and maintaining relationships.**

You should take into consideration to use recruiting software that allows you to use social network contacts, which will help you built up your staff in the course of time. Recruiting software, that includes social network interfaces, allows your company to significantly

increasing your profile stock within short time by using an import function. You can also automate repetitive tasks and save valuable applicant and business contact information.



For example, you can inform candidates, with whom you have contact

through social networks, of open positions. Thus you greatly increase your list of candidates and are perceived by others as a promising project and staffing company. Not just by increasing your applicant pool social networks are profit-promising, but also they represent an enormous potential in terms of building new business relationships with clients and partners.

# Vendor checklist

**In preparation for your first contact with a provider of recruiting software, we have collected some questions:**

- How long will the implantation of the new system take?
- Which technology do I need to do this in advance?
- Is it possible to use the recruiting software with other programs such as accounting programs and security solutions?
- What is the average availability per year?
- How user friendly is the interface?
- Is training offered?
- How many times in a year are updates provideid?
- Is access to the system supplied through a secure connection, such as HTTPS?
- Are there additional fees for the provision, analysis and import of existing data?
- Is it possible to compare positions and profiles?
- Are contacts, emails and comments stored and can one conduct searches according to them?