employ™



Buyer's Guide

How to Select the *Right ATS* for Your Business

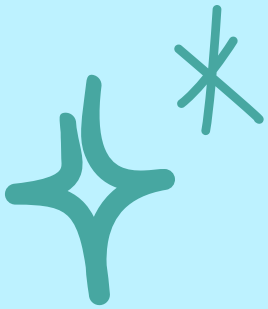


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Introduction

Consider this: Would you hire someone after a single conversation? Probably not.

But too often, hiring decisions are made with incomplete information, inconsistent processes, and limited data. Talent acquisition leaders are under pressure to move fast, deliver top-tier candidate experiences, and make the right hires—all while juggling tight budgets and fierce competition for talent.

That's where your Applicant Tracking System (ATS) comes in. It's not just a tool for managing resumes—it's the foundation of your entire recruiting strategy. The right solution streamlines workflows, boosts collaboration with hiring managers, enhances the candidate experience, and delivers insights that drive better hiring decisions.

This guide will help you evaluate and select an ATS that empowers your team to recruit efficiently, deliver better hiring outcomes, and scale as your business grows or your needs change over time.



Do You Need *a New ATS?*

Whether you're using an ATS today or evaluating one for the first time, it's worth asking: Is your current approach helping—or holding you back?

At Employ, we partner with thousands of talent acquisition leaders who face similar challenges. If any of the following sound familiar, it may be time to rethink your recruiting tech:

01

Inefficient Recruiting Processes

If your team is still bogged down by manual tasks, your hiring speed and candidate experience can suffer. Common pain points include:

- Posting jobs to multiple boards one by one
- Scheduling interviews manually or using spreadsheets and email chains
- Managing candidate feedback across disconnected platforms

An ATS can automate these tasks, freeing up your recruiters to focus on what matters most: hiring great people.

02

Poor Candidate Experience

Today's candidates expect a smooth, transparent process—and they won't hesitate to abandon applications if the process is too slow or complex. Common issues include:

- Long, frustrating application forms
- Limited communication or updates throughout the process
- Silence after interviews, leaving candidates in the dark

The right ATS helps you deliver a seamless experience from application to offer—keeping candidates engaged every step of the way.

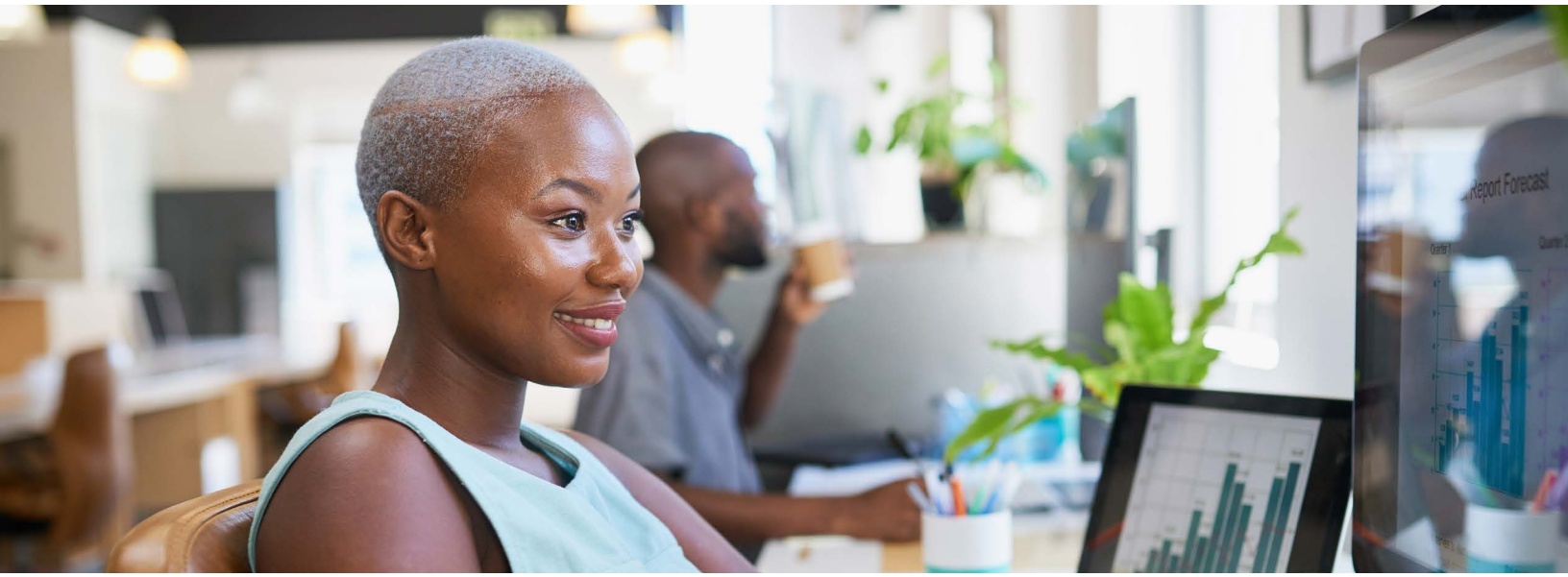
03

Lack of Data and Insights

If you're struggling to track what's working (and what's not), it's nearly impossible to improve hiring outcomes. Many talent teams struggle with:

- → Limited visibility into sourcing performance
- → Difficulty tracking key metrics like time-to-fill and cost-per-hire
- → Inconsistent or missing feedback from hiring managers

The right ATS can provide real-time insights and custom dashboards to help recruiters make smarter, faster hiring decisions.



04

Scaling Challenges

If your business is growing and your tech can't keep up, it can be tough to meet evolving demands, like:

- → Hiring across multiple locations and departments
- → Managing hundreds (or thousands) of open roles at once
- → Ramping hiring up or down as business needs change
- → Customizing workflows for different regions or business units

A modern ATS should flex as you grow, offering the scalability and adaptability to support your ever-changing hiring needs.

05

Compliance and Risk Management

As companies grow—especially across borders—hiring gets more complex. From regional regulations to data privacy to DEI commitments, there's a lot to manage (and get right). Key challenges include:

- → Complying with local labor laws
- → Navigating global data privacy regulations
- → Meeting DEI requirements and reporting standards

The right ATS simplifies compliance with built-in safeguards that help reduce risk and keep your hiring practices fair, consistent, and audit-ready.



Building the *Business Case*

Even the best-designed ATS will be underutilized if your team isn't prepared to adopt it. To gain executive buy-in, start by building a business case that highlights the strategic and financial benefits that a new ATS can provide. To get started, follow these four steps:

1. Identify Pain Points

Start by naming the challenges your current process or system creates. Common issues include:

- Slow time-to-hire
- Poor candidate experience
- Difficulty sourcing diverse talent
- Lack of actionable hiring data

2. Quantify the Problem

Turn those challenges into measurable problems by asking your team:

- How many hours are recruiters spending on manual tasks?
- What's the candidate drop-off rate during your hiring process?
- How often are hiring decisions made without solid data?

3. Highlight the Financial Impact

Connect the dots between recruiting inefficiencies and business outcomes:

- Longer time-to-fill = delayed business results
- Bad hires = higher turnover, lower productivity, and increased replacement costs
- Slow processes = missed opportunities and lost talent

4. Align to Business Outcomes

Frame your case around what matters most to leadership:

- Faster hiring means quicker business impact
- Better hires drive higher productivity and performance
- Enhanced candidate experience strengthens your employer brand

Partner with the *Right Team*

Selecting the right ATS isn't just a TA decision—it requires input from stakeholders across the business. A cross-functional team ensures the platform supports user needs, integrates with existing systems, and aligns with strategic goals.



Recommended *Team Members* include:



Executive Sponsor
Champions the project, secures budget, and provides final approval



TA Leader or Hiring Manager
Ensures the ATS supports effective collaboration between recruiters and hiring managers



Recruiting Representatives
Daily users, including recruiters, coordinators, and sourcers



TA Operations Manager
Leads system setup, configuration, and ongoing maintenance



IT Director or Procurement Manager
Evaluates security, integrations, and compliance

Define Roles with a RACI Matrix

Once the team has been established, create a RACI matrix to clearly define responsibilities throughout the evaluation and implementation process.

- **Responsible:** Who will manage the project and vendor relationship?
- **Accountable:** Who has final decision-making authority and owns the budget?
- **Consulted:** Who will weigh in on features, integrations, and usability?
- **Informed:** Who needs to stay updated on progress and outcomes?

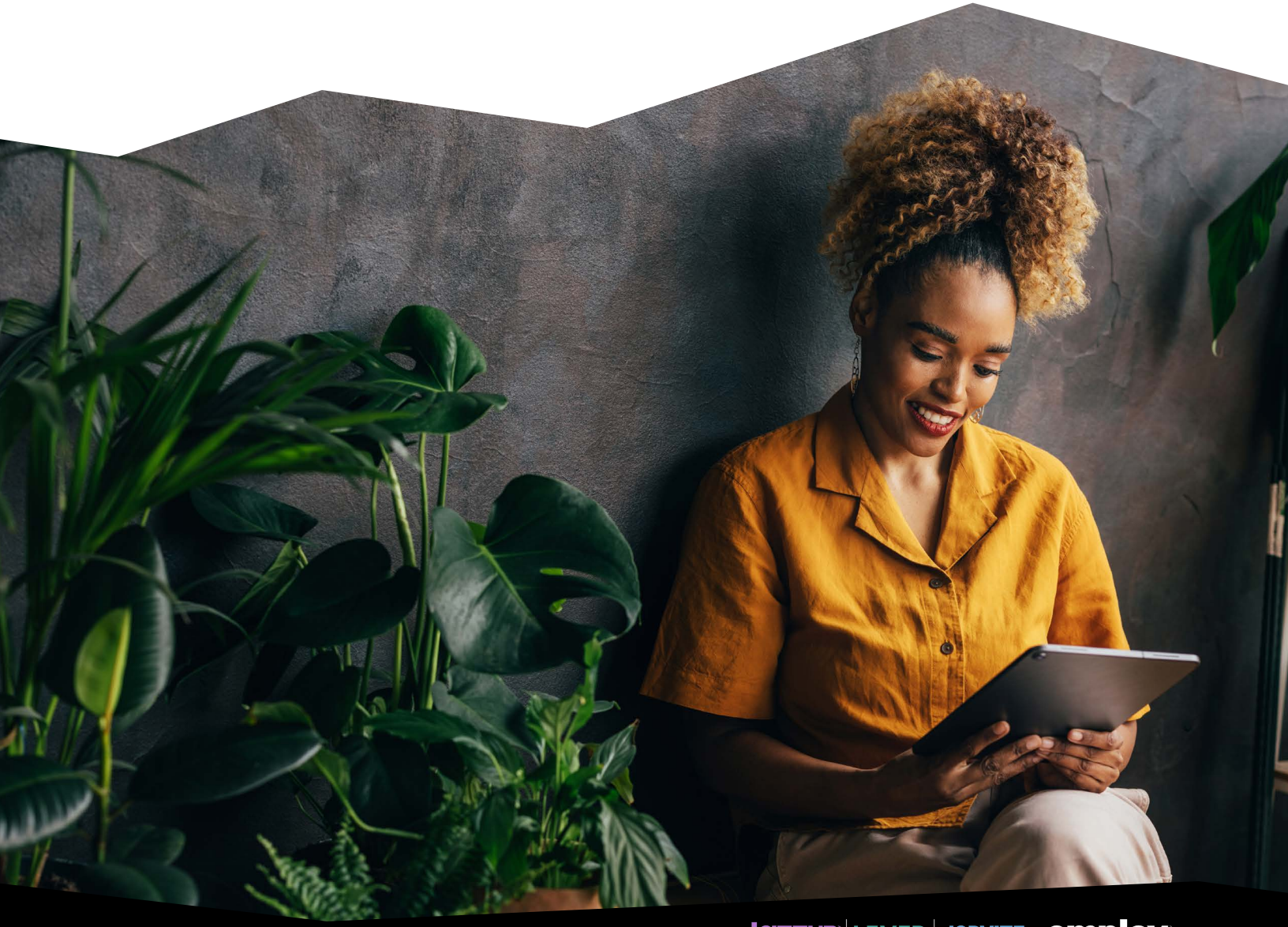
What's Your *Budget?*

When evaluating an ATS, align the cost with the value it delivers. Pricing typically depends on several factors, including:

- **The size of your company**
- **Advanced features and integrations**
- **Implementation, onboarding, and training fees**

To avoid budget surprises down the line, make sure you fully understand the cost structure—both upfront and long-term.

Work closely with stakeholders to determine which features are essential, what's nice to have, and how the investment supports broader hiring goals.



Features to Look For

The right ATS should simplify your recruiting process, boost efficiency, and support long-term growth. But with so many features out there, it's important to focus on what really matters to your team.

Here's a breakdown of essential features to look for and the right questions to ask when evaluating different vendors:

Ease of Use

- Is the interface intuitive for both recruiters and hiring managers?
- How quickly can new users get up to speed?
- Is the platform accessible and functional on mobile devices?



Sourcing and Job Posting

- Does the system integrate with both major job boards (Indeed, LinkedIn, Glassdoor) and lesser-known platforms?
- Can you promote jobs on social media directly from the platform?
- Is it easy to post to multiple channels with a single action?

Candidate Management

- Does the ATS maintain a searchable database of past candidates for future roles?
- How easily can you track candidate progress through each hiring stage?
- Are there tools to automate candidate communication via email or SMS?
- What does the experience look like for recruiters, hiring managers, and candidates?

Workflow and Automation

- Can you customize hiring workflows by job type, team, or location?
- Does it offer AI-powered features for resume parsing, candidate matching, or interview support?
- How easily can it automate interview scheduling and sync with calendars?
- Can you generate and send offer letters directly through the ATS?



Features to Look For

Reporting and Analytics

- Does the ATS track time-to-fill, conversion rates, source performance, and other hiring metrics?
- Can reports be customized based on specific business needs?
- Is there support for DEI-related tracking and reporting?
- Can you measure recruitment spend and outcomes to calculate ROI?

Candidate Experience

- Is the application process mobile-friendly and easy to complete?
- Can the platform track where and why candidates drop off?
- Is the career site customizable to reflect your employer brand?
- Do candidates have visibility into their application status?

Integrations

- Does it integrate with your current HRIS, payroll, and other tools?
- Are background checks and assessments supported through trusted partners?
- Can it integrate with Slack, Microsoft Teams, or other internal communication platforms?



Compliance and Security

- Does it track and report data for compliance with U.S. employment laws (EEO and OFCCP)?
- Is the platform compliant with data privacy regulations (GDPR, CCPA)?
- Can you control access and permissions for different users across teams?
- Is there a record of user activity for accountability and compliance?

Scalability and Flexibility

- Can the platform handle a high volume of applicants and job openings without performance issues?
- How easily can you customize or change workflows to match evolving needs?

Support and Customer Service

- How long is the onboarding process, and how much support is provided?
- How responsive and accessible is the support team post-launch?
- Are there self-service resources like training modules or a knowledge base?
- Is the vendor actively innovating and sharing its product roadmap?

Prioritize *What Matters Most*

After considering these features, work with your team to categorize them according to your current priorities, hiring complexity, available budget, and growth plans.



Must-Have

Core functionality that's critical for day-to-day recruiting success

Nice-to-Have

Helpful features that add value but aren't essential right now

Future-Ready

Advanced capabilities that support long-term growth and innovation

Get to *Know* the Vendor

Choosing the right ATS isn't just about features—it's also about long-term partnership and support. A strong vendor will offer the functionality you need and be there to help you scale, adapt, and succeed.

Use the customizable scorecard below to evaluate and compare ATS platforms objectively based on what matters most to your team.

ATS Evaluation Scorecard

Category	Criteria	Priority Level	Score	Comments
Core Features	Candidate tracking resume parsing job posting	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	
Customization	Custom workflows and templates	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	
User-Friendliness	Intuitive interface ease of use	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	
AI and Automation	AI matching and automated workflows	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	
Candidate Engagement	CRM tools marketing automation	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	
Career Sites	Branding, customiza- tion and admin experience	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	
Support & Training	Onboarding resources ongoing support	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	
Analytics & Reporting	Custom dashboards predictive insights	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	
Integration Capabilities	Compatibility with HR tools	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	
Offer Management	Approvals and tracking	☐ Must-have ☐ Nice-to-have ☐ Future-ready	1 2 3 4 5	

The Final *Checklist*

Before you make your final selection, take these extra steps to ensure the platform—and the vendor—are the right fit:

☐ Get Feedback

Engage other recruiters, hiring managers, and HR staff for input

☐ Test the Candidate Experience

Apply for a job through the platform to experience it firsthand

☐ Review Customer References

Ask the vendor for case studies or peer contacts in similar industries

☐ Check Contract Terms

Look closely at pricing, flexibility, support guarantees, and potential hidden fees



Find *Your Tech*

You've got the knowledge—now it's time to find the right-fit solution. That's where Employ comes in.

Every company hires differently—your recruiting software should reflect that. That's why we offer more than just one option. With three ATS solutions, JazzHR, Lever, and Jobvite, Employ can match you with the right technology for your unique hiring needs.

Whether you need to streamline, scale, or solve for complexity, we have the tech—and the partnership—to get you there.

Find the Solution that's Right for You

JOBVITE by employ

Tackle specialized hiring without limits. Jobvite is a powerful, comprehensive talent acquisition suite built for scale. From sourcing to onboarding, advanced automation and deep analytics help TA teams move faster and hire smarter.

2,400
hires in 6 months

20%
boost in hard-to-source applicants

50%
better candidate response rates

SEE IT IN ACTION
FLEX Technology group cut time-to-fill by 54.5% with Jobvite.

Read the Case Study

LEVER by employ

As companies grow, so do their hiring needs. Lever combines a robust applicant tracking system with advanced candidate relationship management tools, helping you build strong talent pipelines and hire with precision.

136%
headcount growth in 6 months

80%
faster time to hire

100%
candidate follow-up rate

SEE IT IN ACTION
Autify filled open positions 2x faster with Lever.

Read the Case Study

JazzHR by employ

Find and hire top talent—fast. JazzHR replaces spreadsheets and manual work with intuitive tools that help you post jobs, manage candidates, and make great hires without slowing down.

60%
reduction in recruiting time

500%
increase in candidate volume

10-15
hours saved per hire, per week

SEE IT IN ACTION
Rumble Boxing cut time to hire down to just 38 days with JazzHR.

Read the Case Study



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Your *Trusted* TA Partner

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Thousands of TA teams trust Employ to help them hire smarter, faster, and with confidence. We'd love to help you do the same.

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