

# How to make a Business Case for an Applicant Tracking System

We talk to Recruiters and HR Pros every day who are drowning in requisition approvals, job posting administration, offer letters and all of the other ins and outs inherent to the process of finding the right new team members. We see spreadsheets, email filters, and desktop filing systems that you wouldn't believe. While it's clear to you that an Applicant Tracking System will save you hundreds of hours a year and keep your candidates happier, justifying an additional investment for a new software can be difficult.

So, we've gathered a few pointers to help you organize your thoughts around making the case:

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## GATHER AND ANALYZE DATA FROM YOUR HIGH VOLUME POSITIONS

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High volume positions can most clearly demonstrate the need for a new software. Show leadership just how many resumes you are reviewing, and how many emails you send, background checks you run, etc. relative to one high volume position they may be familiar with.

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## PROVIDE SPECIFIC EXAMPLES

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Your budget owner may be very removed from your day-to-day work. It's up to you to make sure they understand your current process. Take them through a single, specific example of a time where an Applicant Tracking System could have regained wasted time.

For example, did an admin spend 80 hours aggregating EEO information on a spreadsheet last year? Or do you spend most of you week manually posting to job boards?

Share these specifics and your leadership will clearly see the same need as you.



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## USE THE RIGHT TERMINOLOGY

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Your day is made of up turnover, time-to-hire, EEO, OFCCP, screens etc. However that may not be the case for the team who has to sign on the dotted line. Think about the benefits in terms of return of investment, better use of human capital and error reduction.

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## EMPHASIZE THE IMPACT ON ALL DEPARTMENTS AND TEAM MEMBERS

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Recruiters, Hiring Managers, Payroll and Benefits Administrators and Compensation Specialists can all benefit from an Applicant Tracking System. Make sure you understand how the software will integrate with other systems and processes already in place, and demonstrate to leadership how others in your organization will be positively impacted.

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## DEMONSTRATE WHAT YOU WILL DO WITH FREED RESOURCES

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Once you have regained time for you and your team, what will they be able to accomplish? Clearly show that you have a plan for their time, and that it will benefit the department or organization as a whole.

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## TALK TO YOUR PEERS

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How are other organizations in your industry tracking applicants? If most of them are using software, find out what system they are using, how much they are spending and how it has impacted their day-to-day. With this information you can create a specific "Case Study" of how a similar organization has seen a positive change through software!

Interested in learning about how ClearCompany Applicant Tracking System can help your team? Sign up for a demo today and talk with one of our Product Specialists.

