



FIX YOUR ATS.

A Practical Guide to Better Recruiting Results.



INTRODUCTION

Your Applicant Tracking System (ATS) should be a powerful recruiting tool, not a daily frustration. Too often, organizations struggle with outdated processes or underutilized features, leading to inefficiencies that slow hiring down.

This guide offers practical solutions to help you optimize your ATS, ensuring it supports your hiring goals instead of standing in the way. Learn how to fine-tune workflows, maximize efficiency, and improve both recruiter and candidate experiences. And as you assess what's working—and what's not—you might find that fixing your ATS means finding a better one.

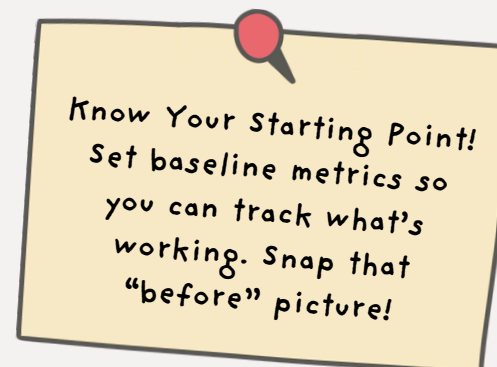


CHAPTER ONE

Understanding Your ATS Ecosystem

Building a Strong Foundation

- **Common pain points and their hidden solutions:** Many recruiting teams struggle with slow processes, poor candidate experience, and limited reporting capabilities. Often, these issues stem from configuration problems rather than actual system limitations. By identifying the root cause of common challenges, teams can implement practical solutions without investing in new technology.
- **Setting realistic expectations for your current system:** Every ATS has limitations, but most systems have untapped potential waiting to be discovered. Understanding your system's true capabilities helps set achievable optimization goals that deliver real results. Regular system audits can reveal features and functionalities that teams didn't know existed.
- **Key metrics for measuring ATS effectiveness:** Successful optimization requires clear metrics to measure progress and impact. These metrics should be tracked consistently and used to guide optimization efforts.



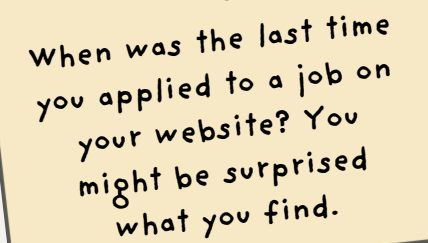
Know Your Starting Point!
Set baseline metrics so
you can track what's
working. Snap that
"before" picture!

CHAPTER TWO

Optimizing the Candidate Experience

Creating a Journey That Converts

- **Conduct a candidate journey audit:** Regularly assess your application process to identify friction points, evaluate your communication strategy, and ensure automated messages and AI chatbots deliver personalized, timely responses. Test every touchpoint to find quick fixes that boost completion rates and candidate engagement.
- **Mobile optimization essentials:** Ensure your application process is mobile-responsive and easy to complete on small screens. Enable mobile-friendly features like chatbots to make the process more accessible and user-friendly across devices.
- **Streamlining the application process:** Simplify your application by collecting essential info upfront and saving detailed questions for later. Use resume parsing and conversational AI to auto-populate fields, reduce manual entry, and guide candidates while ensuring effective screening.



When was the last time
you applied to a job on
your website? You
might be surprised
what you find.



CHAPTER THREE

Maximizing System Usage

Driving Adoption and Efficiency

Training never stops!
Keep your team up to
speed with regular
refreshers and real-world
scenarios.

- **User access and permission optimization:** Proper access levels ensure security while enabling users to work efficiently. Regular audits of user permissions help maintain system security and workflow efficiency. Create role-specific permission sets that align with actual job responsibilities.
- **Training and adoption strategies:** Effective training programs combine initial orientation with ongoing education. Create role-specific training materials that focus on daily tasks and common challenges. Regular refresher sessions, with your internal resources or your vendor, help users stay current with system updates and best practices.
- **Integration management:** Well-managed integrations ensure smooth data flow between your ATS and other HR systems. A regular review of logs and testing helps identify and resolve integration issues before they impact recruiting operations. Document all integration points and establish clear troubleshooting procedures.

CHAPTER FOUR

Data-Driven Optimization

Making Informed Decisions

- **Essential recruiting metrics:** Define and track key performance indicators that align with your organizational goals. Establish regular reporting schedules to monitor trends and identify areas for improvement. Use data visualization tools to make metrics accessible and actionable for all stakeholders.
- **Source effectiveness analysis:** Regular analysis of source effectiveness helps optimize recruitment marketing spend. Track which sources provide the highest quality candidates and best conversion rates. Use this data to adjust recruitment marketing strategies and budget allocation.
- **Process bottleneck identification:** Use system data to identify where candidates or hiring managers frequently get stuck. Analyze time spent in each stage of the hiring process to identify bottlenecks. Implement automated alerts and reminders to keep processes moving. You'd be surprised how many days you can shave off the process with automated reminders!

*Small Tweaks, Big Impact!
Identifying bottlenecks is
a game-changer—one
customer cut time to hire
by 25% with a single
automated reminder!*

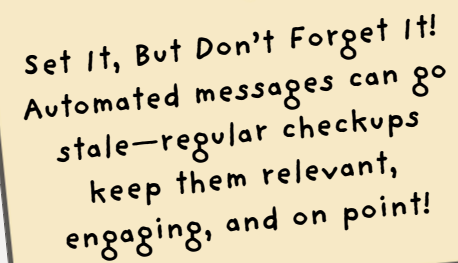


CHAPTER FIVE

Communication Excellence

Building Better Relationships Through Technology

- **Audit of automated communications:** Regular reviews of automated messages ensure they remain relevant and effective. Test email deliverability and mobile formatting for all automated communications.
- **Templates and messaging optimization:** Develop a library of campaign templates for common campaigns that reflect your brand voice. Create different types of campaigns for your different audiences (new leads, silver medalists, referral campaigns) and hiring stages. Regularly review and update to keep content fresh and relevant.
- **Feedback loops and survey implementation:** Implement candidate and hiring manager surveys at key points in the hiring process. Use feedback to identify communication gaps and areas for improvement. Create action plans based on survey results.



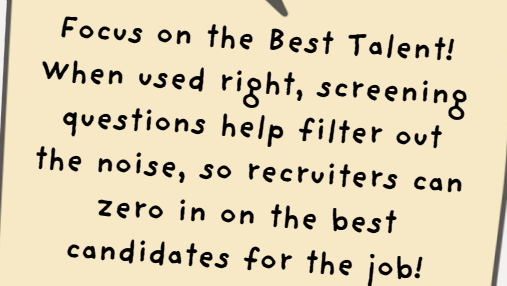
Set It, But Don't Forget It!
Automated messages can go stale—regular checkups keep them relevant, engaging, and on point!

CHAPTER SIX

Process Streamlining

Creating Efficient Workflows

- **Workflow analysis and optimization:** Map current processes to identify unnecessary steps or approvals. Look for opportunities to automate routine tasks and decisions. Create standardized workflows for different types of positions.
- **Automation opportunities:** Identify manual tasks that could be automated through your ATS. Configure automated notifications and status updates to keep processes moving. Use automation to ensure compliance with hiring policies.
- **Screening question optimization:** Review screening questions regularly to ensure they effectively filter candidates. Create position-specific question sets that identify must-have qualifications. Use knockout questions strategically to improve candidate quality.



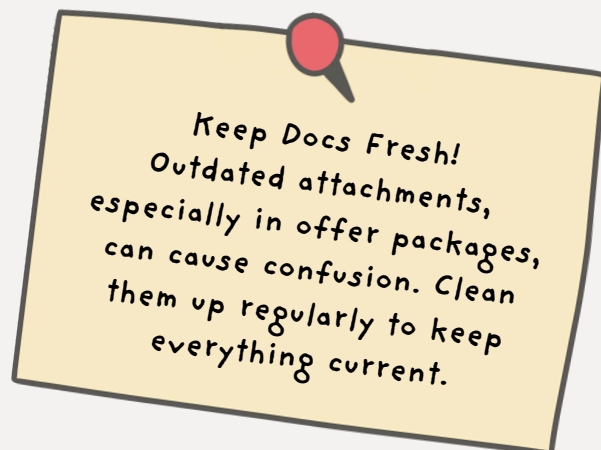
Focus on the Best Talent!
When used right, screening questions help filter out the noise, so recruiters can zero in on the best candidates for the job!

CHAPTER SEVEN

System Maintenance

Keeping Your ATS in Top Shape

- **Regular maintenance checklist:** Establish a schedule for regular system maintenance tasks. Clean up old requisitions, campaigns, and outdated content. Monitor system performance and address issues proactively.
- **Data cleanup strategies:** Implement regular data audits to maintain database quality. Merge duplicate records and update outdated information. Ensure documents uploaded into your ATS are up to date.
- **Privacy and compliance considerations:** Stay current with data privacy regulations in all operating regions. Implement appropriate data retention and deletion policies. Regular audits ensure compliance with privacy requirements.

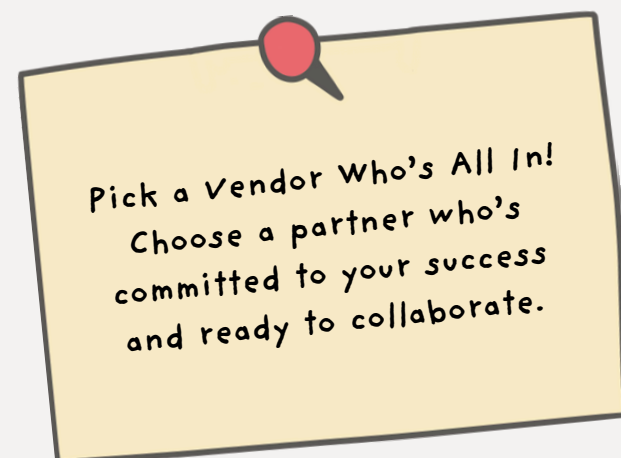


CHAPTER EIGHT

Vendor Partnership

Making the Most of Your Provider Relationship

- **Effective vendor communication:** Establish regular check-ins with your ATS provider. Build relationships with your account team. Keep communication channels open for quick problem resolution.
- **Feature utilization optimization:** Partner with your vendor to identify underutilized features and arrange targeted training sessions. Work with internal champions to drive adoption and demonstrate the impact on daily workflows.
- **Release notes review:** Review new releases with your team and Account Manager to identify features that could solve current challenges. Create implementation plans for functionality that aligns with your recruiting goals.

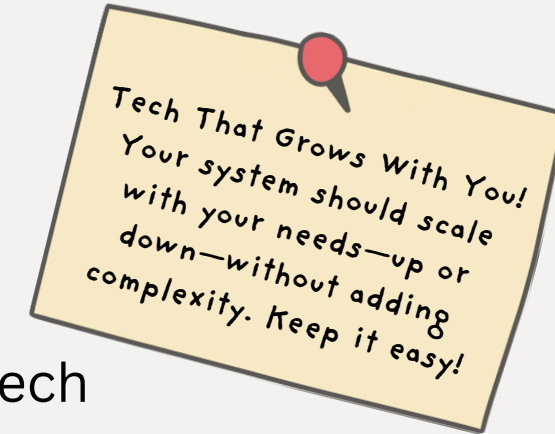


CHAPTER NINE

Future-Proofing Your Recruiting Tech

Why Your ATS Needs to Evolve with You

- **AI-Powered Efficiency for Scaling Teams:** AI-driven automation helps recruiters work smarter by surfacing top candidates, rediscovering past talent, and reducing manual tasks. This enables teams to focus on meaningful interactions rather than administrative work, ultimately improving hiring speed and quality.
- **Seamless End-to-End Hiring:** A smooth, connected hiring experience makes all the difference. An end-to-end ATS integrates sourcing, recruiting, hiring, and onboarding into one seamless workflow, creating a more efficient process and a better experience for both recruiters and candidates.
- **The Power of an Integrated Recruiting Platform:** The most effective talent platforms unify recruitment marketing, event management, CRM, and ATS functions while offering seamless integrations with HRIS, payroll, and background check systems. A truly scalable system should be flexible enough to adapt as hiring needs evolve.

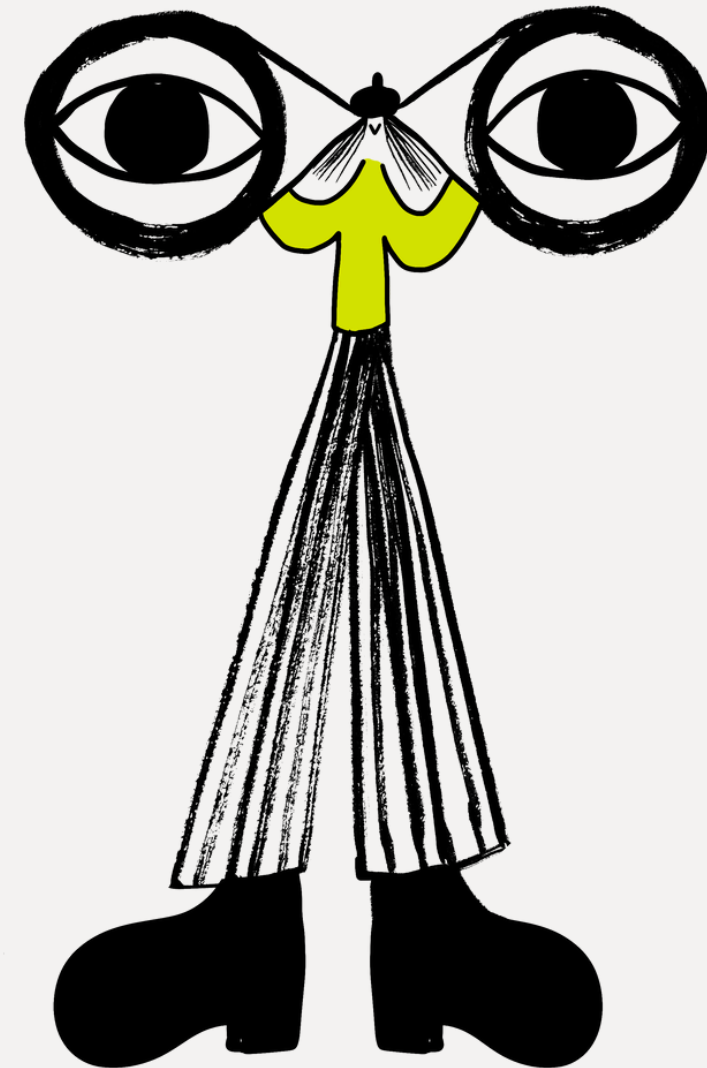


WHAT'S NEXT?

Optimizing your current technology is essential, but recognizing when it's time for a change is just as important. The right platform doesn't just keep up—it propels your team forward. GR8 People is here to help organizations take their recruiting to the next level with a talent platform built for innovation, efficiency, and long-term success.

Is your ATS keeping up? If not, it may be time to explore new options that align with the future of hiring excellence.

*Fix or Upgrade?
Sometimes a tweak is all it takes, but other times you need something gr8er to get the job done—and of course, we're GR8 People, that's what we do!*



READY TO SEE BETTER RECRUITING RESULTS?

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Request a demo and see how The Everyone Platform™ can help you source, attract, engage and hire your ideal workforce.

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