5 Benefits to Automating Recruitment Processes With
Applicant Tracking Software

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Introduction

You treat your employees like people, not numbers, right? Hopefully, you treat candidates the same way.

When companies vie for talent, they need to differentiate themselves from their competition. Ensuring your culture shines through your recruitment process is a great way to stand out to potential candidates, build your employer brand and treat all candidates fairly and with respect.

Your culture is found in your daily work practices, the language your employees use to communicate with each other, the "vibe" of the office, the amount of autonomy given to each employee and more. Identify your culture's most important parts and figure out a recruiting strategy to complement it.

For example, if your company takes a hands-on, group approach to problem-solving, group interviews may be the best way to find employees who are comfortable with collaboration.

Respect goes a long way to candidates, especially if they don't feel it in the interview process. Disrespect they infer will lead them to believe you don't respect your employees. Not only that, but:

» if the interview is difficult to schedule, they'll think leaders may be inaccessible
» if no one answers phone calls or emails, the candidate will assume company communication is poor
» if it's clear the interviewer hasn't read their resume before the interview, it's a sign employees don't arrive to meetings prepared

And don't forget how clarity and effective job postings build trust. According to Criteria, a talent success company, the biggest challenges job seekers face are misleading information from recruiters **(39%)** and job descriptions with unreasonable requirements **(40%)**.

Treat interviews as something important, not a nuisance. Candidates can tell if you're not invested.

Use your recruitment process as a way to get candidates fired up about possibly joining your company. Treat interviews as something important, not a nuisance. Candidates can tell if you're not invested.

3 Reasons Your Company Needs Effective Recruitment Processes

1. They protect your employer brand.

Most executives know that without a compelling image, they can't expect quality candidates. In fact, **51%** of candidates say that poor employer communication led them to abandon the recruiting process, according to Criteria. Job seekers want to feel confident in their decision to apply, not pressured into a culture that falls short of their expectations.

More often than not, HR is expected to amplify and champion their workplace. A joint study by CareerArc and HR Dive found **82%** of HR executives said their department was responsible for promoting the company to prospective employees.

And if an applicant *does* endure a negative experience, they probably won't keep it to themselves. Criteria found **30%** of candidates have abandoned an employer's recruitment process because they read or heard about negative reviews about the company's culture.

The primary goal of any hiring process is, of course, to secure a new employee. But ignoring why candidates turn down jobs and their influence on others could:

» extend the length of the process
» force you to invest more in recruitment
» dissuade applicants who otherwise are ideal

43% of HR professionals cite talent acquisition as a top priority.

—a September 2024 survey commissioned by Paycom and conducted by PSB Insights

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2. They remove mismatched candidates from consideration.

An added bonus to tailoring your recruitment around culture? The ability to quickly identify candidates who aren't cultural fits.

Business.com suggests employees who thrive in a company's culture:

- 👍 **BOOST ENGAGEMENT**
- ⭐ **IMPROVE SATISFACTION**
- 🏅 **STRENGTHEN EMPLOYER BRANDS**
- ⏱ **LOWER CO-WORKERS' STRESS**

But remember, candidates *need* clear expectations if you expect them to stick with the process. Criteria found **34%** of candidates believe they've been ghosted after just a week of no contact, and **41%** believe it after only two weeks. In other words, consistent communication is key to keeping potential employees engaged.

3. They keep good candidates coming back.

Your candidates' recruiting experience also impacts whether they apply to your company again. If a candidate would be well-suited for a future role, a positive experience could inspire them to reapply later.

At the same time, a less-than-ideal recruiting process could taint the perception of your organization in the talent pool. If the applicant's experience was particularly uncomfortable, they may even share it in a negative review online.

How Applicant Tracking Systems Improve Recruitment

Whether your business utilizes external recruiters, staffing firms or its own recruiters and HR department to gather applicants' information, that data needs to be organized to provide a consistent candidate experience.

An applicant tracking system (ATS) makes that possible, while bringing efficiency and insight to simplify the process. It automates workflows among:

- **APPLICANTS**
- **RECRUITERS**
- **HIRING MANAGERS**
- **HR**

The right ATS easily allows your recruiters to see where candidates are in the process and how long it takes to fill each position. It also should let recruiters spend time with talented candidates, instead of weeding through those who don't meet your minimum requirements.

An ATS can allow you to create clear steps for applicants to follow, even if multiple recruiters and managers are involved in the recruiting process. Gone are the days where you need to print, fax and deliver resumes to several people in your organization for a single candidate. The right ATS stores that information in its database for 24/7 access.

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5 Additional Benefits of an Automated Recruiting Process

1. Improved internal and external communication

An automated recruitment process creates a clear pipeline for hiring managers to follow. This process can be shared with candidates even before they've applied, such as a section on your careers site that clearly lays out the path they can expect. Concrete steps — like if the interview will be in person, on the phone or over video — help candidates understand where they stand in the process.

Consider creating templates for each type of email message to send candidates. One of the most helpful would cover what to wear and where to park — information that likely applies to all job seekers.

It's even better when the tech automatically recommends multiple positions open to qualifying candidates. The ideal ATS lets a candidate easily see the exact status of their application, from the moment they apply to when they receive a job offer.

It can even lend itself to post-interview comments, too. After all, Criteria found **91%** of candidates would like feedback about their interview, even if they didn't get the job.

Automated email responses help ensure a response to every applicant. Even hearing a "no" is better than hearing nothing. It's an opportunity for your business to make a solid first impression.

Plus, text messages add a personal touch and show you're willing to connect through communication that best suits their needs — not just the company's.

Timely responses are key to successful talent acquisition. Unfortunately, more people lose contact with prospective employers shortly after applying. Talent Board found a staggering **34%** of North American candidates received no word two months after applying.

Company growth isn't an excuse to lose potential new hires. If the ATS you rely on can't reasonably scale with a higher demand, it's only going to hinder future recruitment.

Over 3 in 4 organizations have had difficulty recruiting full-time, regular employees in the last 12 months.

— Society for Human Resource Management (SHRM)

2. A more personal approach

High-touch aspects of recruiting, like interview preparation, improve when routine tasks are removed from the recruiter's/hiring manager's plate. That way, recruiters are able to make more personal connections with candidates — something job-seekers won't forget.

Texting through an ATS is a great start. Recruiters can further empower candidates with HR tech that:

- **ALLOWS THEM TO NOTE THEIR PREFERRED INTERVIEW TIMES**

- **TRACKS CONVERSATIONS IN ONE THREAD FOR CLARITY AND CONVENIENCE**

- **LETS THEM ANSWER QUESTIONS THROUGH VIDEO OUTSIDE A FORMAL INTERVIEW**

Each day a recruiter doesn't engage a prospect increases the chances of letting them go to the competition. According to a survey from Resume Genius, 44% of job seekers said one of their biggest frustrations was not hearing back from a potential employer.

With an established and consistent recruitment process in place, candidates are less likely to drop out of an extended process if they know ahead of time to expect it.

3. Clear guidelines and fewer withdrawals

Once established, automated recruiting helps hiring managers gauge how much time each aspect of the interview process takes. This makes it easier to find gaps that may lead to unnecessary steps or long waits between interviews.

According to a CNBC report, over **95%** of Fortune 500 companies use an ATS to streamline recruiting and manage high-volume applications.

Automation should always be paired with communication. Saving recruiters time is one thing, but that return also should help HR invest back into the candidate experience.

> ### 95% of Fortune 500 companies use an ATS to streamline recruiting and manage high-volume applications.
>
> *— CNBC*

4. Decreased recruiter bias

Everyone has their own biases, but automated processes can help remove some of them. With screening assessments automated, candidates can demonstrate skills without meeting with a recruiter. However, according to SHRM, only **54%** of organizations use preemployment assessments.

An automated process also allows candidates to have similar experiences even if they interact with multiple recruiters or hiring managers. That way, everyone follows the same steps, minimizing confusion.

Optimizing ATS systems for your hiring process helps preserve diversity in recruitment. You can set up your ATS to allow any number of candidates.

The ideal software can help sort through the resumes and remove candidates who don't fit the basic requirements. Consider adding "knockout" questions to streamline this step; for example, if the position requires a bachelor's degree, but the applicant is still completing their education, the ATS automatically rejects that application.

Establish "knockout" questions to automatically set unqualified applications aside.

5. Mitigated risk

The right ATS also helps companies stay compliant. You can use the same simple questions to qualify candidates on a basic level, which removes any discrimination if the questions are skills-based. This can prove vital, given Criteria found more than a quarter of candidates said they've experienced bias in an interview.

You also can choose a reason for nonselection from a predetermined list for each applicant without the recruiter needing to spell it out. An ATS should automatically compile Equal Employment Opportunity statistics, too.

Ideally, your ATS will also help streamline your process for background checks with one accessible place to find updates about screenings. This convenience could help a majority of HR professionals, given 73% of them reported significant challenges with background checks in a March 2024 survey conducted by Morning Consult and commissioned by Paycom.

No matter your type of business, automated recruiting helps find the best candidates. You'll treat each consistently and fairly, while reducing paperwork and reclaiming valuable time.

More than a quarter of applicants have experienced bias in an interview.

—Criteria

Conclusion

Candidates are out there. In fact, since February 2025, the Bureau of Labor Statistics has recorded an average of 3.1 million resignations monthly.

The challenge is ensuring your ATS helps you effectively find candidates regardless of growth and specific needs. For example, automated responses to applicants stop the "black hole" of communication many experience, thus improving your reputation with high-quality candidates and helping you attract more of them.

Automation also makes time for high-touch aspects of recruiting, gets new hires fired up, helps them hit the ground running and enables them to become productive contributors faster.

And right now, automating recruitment helps create a more efficient, compliant process for organizations *and* a more engaging experience for candidates. In fact, **60%** of employers interviewed by the World Economic Forum expect that broadening digital access will drive business transformation more than any other macrotrend by 2030.

After you find the right ATS for your company, be sure to:

» establish a clear recruiting and interview process
» communicate the processes to your recruiting and HR staff
» share your interview process on your careers page
» set up "knockout" questions that address minimum requirements
» create culture-reflecting email templates for recruiters to send

No applicant should wonder where they stand. The right ATS excites them about your organization and plants the seeds for a fruitful, long-lasting career under your employ.

How We Help

Paycom's Applicant Tracking tool streamlines recruiting and hiring in a single, easy-to-use software.

When it comes to recruitment, speed is power. That's why our ATS puts all the necessary steps in one place for a quick, seamless experience for HR, recruiting and candidates — with no data reentry.

Applicant Tracking simplifies the candidate experience and engages prospective employees through:

» easy communication, such as texting
» the option to receive updates of relevant job postings
» configuration with your brand's logos, colors, photos and videos
» a straightforward and intuitive application process

For employers, Applicant Tracking makes recruitment easier to manage with:

» a comprehensive and customizable dashboard
» powerful reporting and analytics tools
» the ability to organize and prioritize high-interest candidates
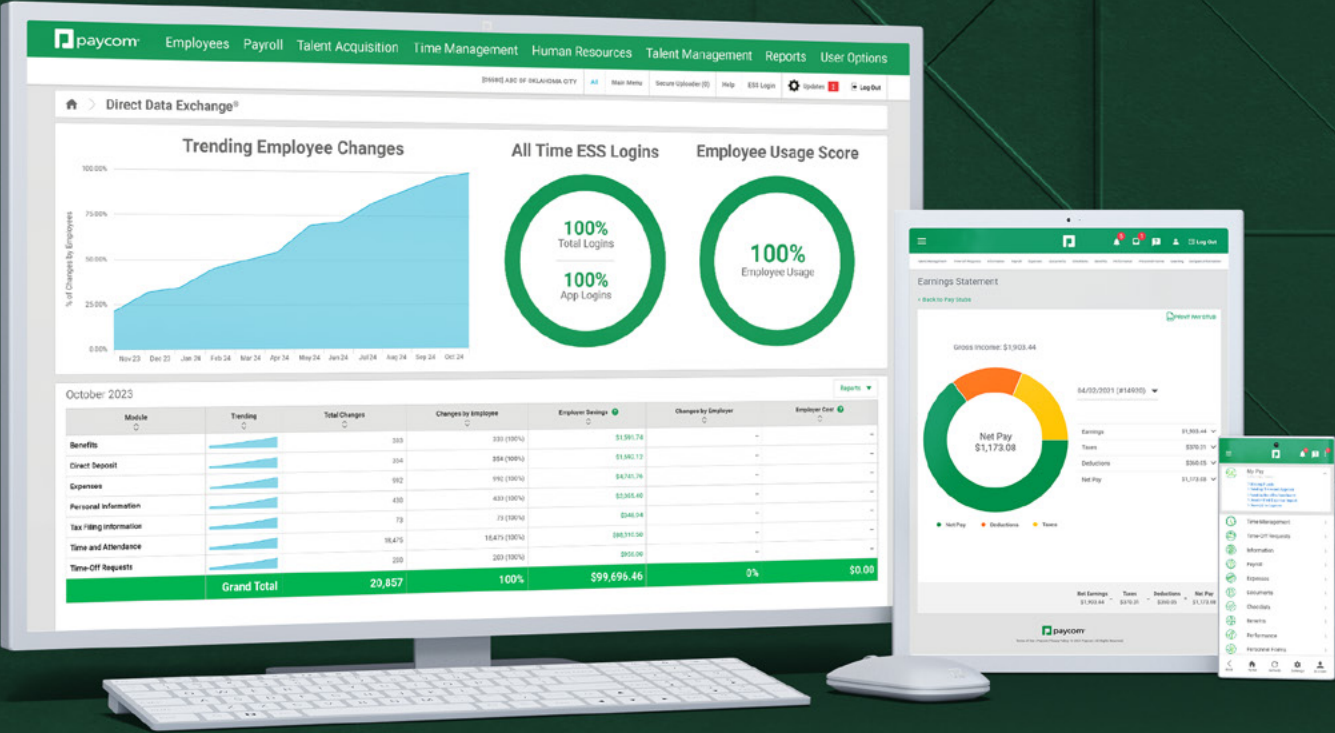
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