

Use of Applicant Tracking System (ATS) in Talent Acquisition

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Abstract:

Present Globalized era marked with the great use of technology in all operations. HR department become a strategic partner in it. HR is a collection of highly skilled and capabilities with various objectives and needs. The growing importance of using information technology (IT) in optimizing its human resources (HR) functions has been recognized by organizations. Herein the Applicant Tracking System software used to automate the recruitment function of HR. This Paper investigate the use of Applicant Tracking system in Talent Acquisition and it's benefits to the organization.

Keywords: Applicant Tracking System, Talent Acquisition

Introduction:

In today's technology-based era Talent pool development, talent screening, recruitment & selection are a few main areas where technology has played a significant role in making HR successful. Technology plays a crucial role in manpower procurement, optimizing every stage of the recruitment process. Without the proper use of technology, recruiting may become an organizational bottleneck that will suppress an organization's development. Companies used various technology-based recruitment sources like job portals, social media, Emails, message through mobiles etc. to acquire talented employees. Recruitment function helps organization to collect applicant's information; scrutinizing and separate qualified applications for further processing based on job requirement and select the potential candidate. To reduce this traditional recruitment process HR department employed the tool like Applicant Tracking System.

An ATS (Applicant Tracking System) is a tool of HR software that automates, streamlines, and enhances the hiring process. ATS is a software programme that makes it possible to handle recruitment needs electronically. It acts as a module or functional extension to the Human Resource Information System at the enterprise level (HRIS). Any type of applicant tracking system is used by most reputed business organizations to handle work applications and manage resume data. ATS Tools assist the recruiters to handle the recruitment needs of the organization and keep track of candidates (Derous & Fruyt, 2016).

ATS is user-friendly software which will be helpful to the recruiter to perform various tasks like 1. Create job advertisement, 2. Collect resumes, 3. Shortlist the qualified resumes, 4. Schedule interview and 5. Make job offer to the selected candidates. The ATS enables both recruiters and recruiting managers to look at the same data, such as the number of applicants, the status of applicants in the pool, etc., which enhances organizational cooperation. Due to these benefits ATS tool have become more important for recruiters and talent acquisition managers.

Literature Review:

Alexander.F(2017), concluded that Applicant tracking system is the best module of Human resource information system. ATS helps the recruiter to reduce time of recruitment process. ATS useful in screening the applicants, schedule interviews, check the references and complete the whole recruitment process. To avoid issues related to automation companies must provide training to the HR personnel in using ATS in recruitment process. Sharma et al (2012), revealed that Applicant-tracking system enables the electronic handling of organizational employment needs. ATS attracts the candidates by posting job advertisement on web sites, known as job boards. ATS recruits applicants by publishing job advertisements on job boards on the internet. Candidates may apply for jobs on job boards, and their information is stored in a database that allows for application searching, screening, and filtering. The application monitoring system narrows down the applicants and schedules interviews and other recruitment-related events. Arunava Narayan Mukherjee (2014), Human resources, according to him, are a valuable asset to the company. Technology is important in recruiting skilled workers. The Applicant Tracking System assists the HR department in meeting the current time challenge. This is very much applicable in today's recruitment function where volumes of applications containing huge information are becoming increasingly difficult to manage and maintain. It's a systematic way of employee record keeping and extracting data about them.

Applicant Tracking System Works for Talent Acquisition

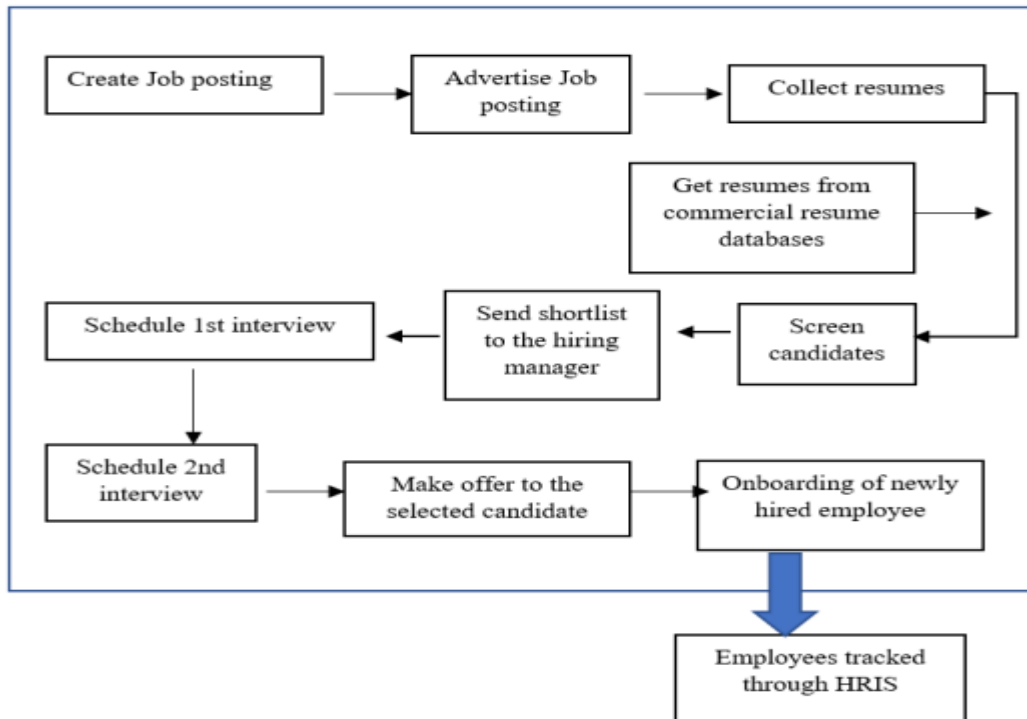


Figure 1: shows a typical ATS and its components

When the job seeker applies for the job through online, Applicant Tracking system records personal details, contact details, educational qualification, work experience and send the acknowledgement message to the applicant. This software scrutinizes the resumes which are matched to the job requirement and forward to the management if not send the regret message by the software automatically. It helps the management in fixing interview for the shortlisted applicants. The software automatically moves the data of the applicant to the employee’s database of the organization when they selected for the job.

Six Reasons for Using ATS in hiring process



Source:Talentlyft,hrgazette.com

1. Save Time

Applicant Tracking System saves time of the recruiter through stores the resumes, screen the applications and eliminate unqualified applications. ATS helps the recruiter to pick the potential candidate. Recruiters may use an applicant tracking system (ATS) to automate

candidate contact without losing the personal touch.ATS has some built in recruitment email templates which will be helpful to communicate in time with all the applicants.

2. Save Money

This is the most cost-effective way of recruitment because it accelerates the hiring process to the final stage – interviews with a few top applicants. This will save you a lot of time. It will also save you time and money by eliminating the need to advertise your open vacancies.

3. Streamline the hiring process

ATS enables recruiter able to view, monitor and manage candidates' progress directly from a single forum. As a result, you will be more coordinated and streamlined in the recruiting process. ATS helps to share information about the candidates with the team members who need that.

4. Improve candidate experience

The main advantage of this Applicant Tracking system is to communicate with all the candidates without interruption. Candidates experienced this advantage. Research unveiled that 81% of the applicants are happy to communicate continuously with the employer and know the updating. An Applicant Tracking System will help you have impeccable experience for applicants in several other ways.

5. Ensure legal compliance

The extent use of Applicant Tracking System is to eliminate human errors and bias in hiring process. Employers follow Equal Employment Opportunity Commission to give equal opportunity to the entire applicant to hire and it protects the applicant against employment discrimination.

6. Get valuable insights

Applicant Tracking Systems enable the recruiter to enhance recruitment process by using in built Analytics. Every phase of hiring process and each candidate will be monitored and tracked automatically by an ATS. It collects a large amount of data automatically, measure several different recruitment metrics, and produce beautiful, easy to understand reports. These reports will give you useful information about the aspects of your recruitment process that yields results.

Conclusion:

As rising the war for the talent, acquisition of those talent become more important. Hiring managers should act as smart as the competitors in acquiring and retaining talented employees. Applicant tracking system helps to acquire manpower in every stage of hiring process. Hiring can become an operational bottleneck that stifles an organization's growth if technology isn't used properly. ATS helps the organization to find the qualified candidates, post job openings in different job boards in less time to get more applications, and reduce the screening time. It automates the whole HR department's recruitment process, giving the recruitment staff and candidates the greatest possible experience. Simultaneously, problems with ATS must be addressed. ATS plays significant role in acquiring talented employees and leads to enhance the organization growth and success.

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