



Recruit More Effectively

Your Guide to Recruitment Software



Don't look for recruitment software, look for a way to organise, manage and grow your business.

The main objective of Recruitment Systems is to make recruiters more effective. This guide is intended to lead you through the recruitment software evaluation process. With this information you should be able to prepare an ideal short list of recruitment systems and then select the product that most effectively addresses your business needs.

There are literally hundreds of recruitment software products available. The market is extremely fragmented and each system has its own unique costs and benefits. There are many various types of applications which can be termed recruitment software. There are free entry-level contact management products, sales and marketing automation systems, and complete packages which interface with your website and back-end accounting packages to manage every interaction with suppliers, candidates, clients and staff.

The enterprise packages have all sorts of bells and whistles but you must not let these features let you lose sight of the business case for recruitment software. So instead of comparing features and technologies based on the number of features, we advocate a focus on usability, on the level of automation and on the system's ability to facilitate best-practice workflows.

your process

Recruitment Systems is a recruitment advisory business and software developer of the CRIS recruitment database and TRIS Recruitment CRM. Even so, we have tried to remain as objective as possible and do not want to sell you these systems unless they absolutely meet your needs.

The first step to selecting recruitment software is to analyse the business case for a system. This document helps you understand your business needs and offers some basic advice to help you find the solutions right for you. We advocate the following four-step process of needs analysis and goal setting, comparing solutions, implementing, and finally measuring outcomes.

We will work with you to significantly reduce your costs, attract more candidates, manage workflow, and screen candidates. This is possible by matching the right technologies to your needs.



your business needs

You already know what you want your business to achieve. Do you understand the role of recruitment software in achieving these goals? Can you answer each of these questions?

- What business problems should the system solve?
- What financial impact do you expect from this solution?
- How does the system fit in to your long-term plans?
- When should the implementation be complete?
- What would the cost be if the project was delayed?

YOUR SHORT LIST

In this section we have compiled information from our clients as well as recruiters and technicians in our team to help you short list some solutions. Unless you want to evaluate the 176 enterprise recruitment software packages currently in the marketplace, you will need to narrow down your choices by understanding the different categories of recruitment software.

WEB-BASED VS CLIENT-SERVER

An increasing number of applications are available over the internet. We are certainly starting to see the emergence of some excellent business applications delivered via web browsers. These web-based systems (Software as a Service) will gain more traction. As yet, the web has proven to be an inferior delivery mechanism for the majority of the recruitment agencies we work with in 20 countries. Browser technology is not yet capable of delivering a rich enough user interface compared with systems which can be installed on your own server (client-server systems).

The prime concern of most recruiters is that it makes no sense to have their highly valuable database off-site. This database is usually the most valuable intellectual property for an agency and most recruiters don't want to take the risk presented by external hosting of this data. Speed is also a major concern with web-based systems. Recruitment software is meant to speed up the recruitment process but web systems often perform candidate management functions with a considerable delay. Building in the latency of a remote database can severely limit the efficiency of your recruiters.

The main benefit of web-based system is mobility. Your recruiters can access information from your database anywhere with an internet connection. This can also be achieved with client-server systems which will ensure your data is well-secured. You don't have to use a web-based system to get the mobility and ease of access of the internet. Through a virtual private network (VPN), your staff can view your contact database from anywhere and while you keep this key intellectual property stored safely on your servers.

your short list

IN-HOUSE SYSTEMS VS VENDOR SOLUTIONS

When investigating the value of in-house systems such as a customised Microsoft Access databases, we have heard hundreds of horror stories about massive budget blow-outs, missed project deadlines, shocking usability, costly updates to the system, and highly dissatisfied end users. A 2008 study by consultancy Voke on enterprise software development found:

More than one-third of in-house projects are abandoned after being implemented and only 37 percent of finished projects meet users' needs.

You would probably agree –software development is best left to specialists. You can certainly try to customise an existing system to best suit your needs but this can be very costly if you choose the wrong system.

DATABASES VS RECRUITMENT CRM

Most recruitment software packages have basic database management functionality and candidate management tools. A Recruitment CRM combines powerful candidate search and applicant tracking tools with sophisticated promotion management automation. This allows you to communicate with all stakeholders in the recruitment process with professional letters, SMS, and email messages created automatically. A good recruitment customer relationship management (CRM) package will allow you to easily keep your candidates informed and will help you market directly to potential clients and candidates.

CUSTOMISATION VS STANDARISATION

We have worked with recruiters in twenty countries who all have slightly different workflows and information needs. Some solutions fail to accommodate for differences and try to dictate a rigid way of doing business. It is important to purchase a recruitment system which is flexible and easy-to-customise. Three of the market-leading solutions allow heavy customisation but the implementation of these systems can take up to one year and can be extremely expensive and difficult to maintain. When comparing systems you should understand that most “adaptable” systems end up costing you more time and implementation fees.

IDENTIFYING POTENTIAL VENDORS

Recruitment software is a highly saturated and fragmented market. It will be much easier to create your short list if you are completely clear on your budget, expectations, software category, implementation time-frame and technology platform.

VENDORS LIST

Most of the information you need to shortlist a vendor can be found online. If you would like to browse through vendor websites, please use the links below. Alternatively, we have created a customised search engine for you to search over 60 recruitment software vendor websites available at: <http://tinyurl.com/RecruitmentSearch>

Recruitment Systems - www.recruitmentsystems.com.au

Recruit One - www.recruitone.com

People Click - www.peopleclick.com

One Test - www.onetest.com.au

Authoria - www.authoria.com

MVS - www.mvsglobal.com

Digital 88 - www.digital88.com.au

Fast Track - www.fasttrack.net.au

CV Mail - www.cvmail.net

U-Recruit - www.u-recruit.com.au

My Staff - www.mystaff.com.au

e-HRM - www.e-hrm.com.au

Recruit live - www.recruitlive.com.au

Talent Catcher - www.talentcatcher.com

Big Red Sky - www.bigredsky.com

i4-Talent - www.i4-talent.com

Rolecall - www.rolecall.org

Snap Hire - www.snaphire.com

NGA.net - www.nga.net.au

Colleague Software - www.colleague.eu

Bond Adapt - www.bondadapt.com.au

Troysoft - www.troysoft.com

Cluen - www.cluen.com

3 Hats - www.threehats.com.au

Workflow International - www.workflowinternational.com

This Planet - www.thisplanet.com.au

Microdec Profile - www.microdec-profile.com

Dialog Axiom - www.dialog.com.au/axiom

Voyager - www.voyager-software.com.au

WorkDesk - www.workdesk.com.au

Resource Ware - www.resourceware.co.nz

Recruit Advantage - www.recruitadvantage.com.au

Recruit Active - www.recruitactive.com

Recruit ASP - www.recruitasp.com.au

PC Recruiter - www.pcrecruiter.net

Arithon - www.arithon.com

Swiftpro - www.swiftpro.com

PRS - www.methods.co.nz/prs

ITS Systems - www.itssystem.co.uk

Recruit Plus - www.itconsolutions.com

Action Step - www.actionstep.com

Chameleon-i www.chameleoni.com

Q2 Recruit CRM - www.yourcrmpartner.com



your checklist

1. Articulate the business case for recruitment software
2. Outline your objectives for the new system ensuring they align with business goals
3. Identify the current processes which will be affected by the system
4. Determine how you would like these processes to be improved
5. List and prioritise your recruitment software requirements
6. Decide on the category of recruitment software which you believe best meets your needs (for example, Recruitment CRM or in-house solutions)
7. Identify recruitment software vendors and research their solutions
8. Solicit input from key stakeholders involved in purchasing and using the system
9. Create a short list of alternatives
10. Contact each vendor and explain your objectives and expectations
11. View live demonstrations and download free trials
12. Negotiate contract terms
13. Make your recruitment software purchase

your solution evaluation

Many recruitment software vendors offer free trials and can demonstrate their using the telephone, web chat, and remote demonstration. You should discuss your goals with each vendor so they can explain how the system features will impact your business. We recommend that all evaluations should consider 10 key factors:

1. Focus on Profitable Relationships - Your system should focus on the areas of your business which help generate the most revenue. Good systems like a Recruitment CRM will help you excel at client and candidate relationship management (CRM).

2. User-Friendly - Features of a system are worthless if your recruiters don't know how to use them. Good systems will look and feel like other applications your recruiters are used to. The most user-friendly systems will also offer in-built video tutorials to guide your recruiters.

3. Fast Implementation - Some systems take over 12 months to implement. Beware of systems which are "adaptable" often take a significant amount of time and money to adapt. These systems are also very hard to upgrade and maintain.

4. Secure Intellectual Property - Your candidate and client details are probably your biggest asset. Do you trust another company to keep this information on their servers? The most secure recruitment software will store this information safely on your servers and will offer administrative controls to prevent your employees from stealing your recruitment database.

5. Detailed and Accurate Reporting - Recruitment software should automatically track the productivity of your recruiters. Some systems will report basic KPIs but every business can benefit from the more sophisticated business intelligence reporting offered only in the best recruitment software packages.

6. Strong Return on Investment - Too many systems have a very poor adoption rate and are too difficult to use. This means that recruitment firms fail to realise an adequate ROI. With a Recruitment CRM you will start to see a strong return on investment displayed in the business reports generated by the system.

7. Multi-Channel Communication - Your system should give you the ability to quickly and simply contact your clients and candidates across multiple communication channels. You should be able to send emails, SMS and traditional letters to a large group of contacts with just a few clicks.

8. Speed - Your system should not slow your recruiters down. Web-based systems will limit your productivity considerably given slow connection speeds or high traffic on the host server.

9. Customisable -You should select a system which is easily customisable. Some systems allow a high degree of customisation but take too long to implement, are costly and become difficult to use.

10. A Total Solution - Your recruitment software should combine the best aspects of e-recruitment, applicant tracking, candidate management and client relationship management (for an explanation of these categories see our online glossary: www.recruitmentsystems.com.au/recruitment-software-glossary.aspx



Find your total
recruitment software
solution.

YOUR NEXT STEPS

Option 1:

Complete a Full Needs Analysis

Recruitment Systems Solutions Engineers are IT professionals who can help you through the recruitment software purchasing process. They are not salesmen and do not earn commission. Request your needs analysis at: <http://tinyurl.com/YourNeeds>

Option 2:

Try the TRIS Recruitment CRM

If you are ready for an introduction to one of the leading recruitment systems, you can [view a demonstration video on YouTube](#). You can also schedule a live demonstration:

DISCLAIMER

This document should only be used as a guide. Recruitment Systems Pty Ltd has endeavoured to make sure that the contents of this publication are accurate however we cannot guarantee that the material is up to date or accept any liability or responsibility for its accuracy or completeness.

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+ Call us on
+61 2 6296 7777
+ Send an email to
info@recruitmentsystems.com.au

+ Visit us online at
www.recruitmentsystems.com.au