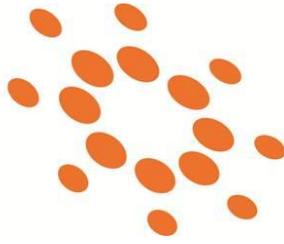


TRIS



Total Recruitment
Information System

Recruit More Effectively

The Definitive Guide to Selecting
Recruitment Software



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

Your objective

This guide is intended to help 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 software development company. We are committed to assisting the recruitment industry to be as effective and efficient as possible.

We recognise that the most important decision point in your selection of a recruitment software solution is that it **meets your needs**. We believe that TRIS is the solution that is best for you, but ultimately that is for you to decide.

The content that follows is intended to assist you with the selection process. We have worked to make this as frank and impartial as possible.

The first step to selecting recruitment software is to analyse the business case for a system. Following are some tips based on years of experience to help you find the solution that is right for you. We advocate the following four-step process of needs analysis and goal setting, comparing solutions, implementing, and finally measuring outcomes.

By matching the right technology to your needs you can expect to significantly reduce your costs, attract more candidates, and manage your workflow more effectively.

See the following pages to assist with shortlisting your options, and defining an evaluation checklist.



Your business need

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 hundreds of 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.

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 per cent 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 System

Most recruitment software packages have basic database management functionality and candidate management tools. A best practice Recruitment system 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 with customer relationship management (CRM) functionality will allow you to easily keep your candidates informed and will help you market directly to potential clients and candidates.

Customisation VS Standardisation

Experience from working with recruiters in twenty countries, with different workflows and information needs, suggests that many 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. Many leading solutions allow for heavy customisation but the implementation of these systems can take **a long time** 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.

Your Evaluation checklist

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 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](#)

Disclaimer

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