



How To Create A Top-Tier Recruiting Tech Stack

7 Must-Have Tools

Why You Should Read This

Since you downloaded this e-book, it's safe to say you understand the role technology can play in elevating your recruitment strategy. The right digital tools can save you time and money and improve recruitment KPIs like time to hire, cost per hire, fill rate and many others.

[A report from The Hackett Group](#) found that HR departments efficiently utilize technology reduce costs by 17% and operate with 26% fewer staff hours. But what tools should you invest in? And how many tools do you need to positively impact your recruitment strategy without wasting money? These are just a few of the questions we'll help you answer in this e-book.

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Things To Keep In Mind

Creating A Recruiting Tech Stack

The HR software industry is a \$14 billion-plus marketplace which means there are a lot of players in the game. With so many vendors to choose from, it can be difficult to find the best tools for your organization. In fact, 64% of recruiters believe they do not have access to the digital tools they need to improve outcomes, despite the plethora of options to choose from.

So what does it take to build a top-tier recruiting tech stack that fuels your talent acquisition strategy? First, you must identify your organization's goals. Then, list out the challenges that are blocking your recruitment team from achieving your goals. Lastly, analyze these unique aspects of your organization to shape your ideal tech stack.

While every organization's tech stack will look different, there are seven must-have tools every successful recruitment team should invest in. Let's take a look at what these tools are, why they are vital to your talent acquisition strategy and how to find the right vendor for your organization.

Where possible, we'll link back to ratings and reviews from software user review site G2 to help you make the most informed decision possible. Now let's get started.

Applicant Tracking System (ATS)

What is an ATS?

Many of you reading this likely already have an applicant tracking system (ATS) in your toolkit, but this resource is so important that we're still putting it at the top of our list. Simply put, an ATS is a tool that tracks applicants throughout the entire recruitment process – from applications to offer letters – housing all of your candidates' data along the way. It is the backbone of a solid recruiting tech stack and is essential for improving a candidate's experience with your company.

Why is an ATS important?

Remember when we said the right digital tools can save you time and money and improve your recruitment metrics? We've got the stats to prove an ATS does all of that.

Research shows organizations that use an ATS:

- Waste 75% less time recruiting.
- Spend 15% less time filling a position.
- Increase the speed at which they hire by 86%.
- See a 78% improvement on the quality of candidates they hire.

Investing in an ATS is well worth the cost. A small company of eight employees can save \$10,000 in productivity costs using an ATS, and the savings only increase for larger companies.

With 94% of recruiting professionals stating that an ATS has positively impacted their hiring process, it's imperative you have this tool in your recruiting tech stack.

“Most recruiters will agree that a quality applicant tracking system (ATS) is essential in their recruitment process—and that choosing a flexible ATS will make your work much easier in the future.”

Heather Bates, Writer at Harver

Check out ATS options and reviews on G2.

Here are a few additional articles to read before choosing your ATS vendor:

- [17 Things to Think About Before Picking an Applicant Tracking System](#)
- [How to Choose the Right Applicant Tracking System \(ATS\) for Your Organization](#)

Candidate Sourcing

What is a candidate sourcing tool?

A candidate sourcing tool automates the process of finding qualified candidates for your open positions. It reduces the manual work of sourcing and allows you to build and manage your talent pipeline at scale.

Why is a candidate sourcing tool important?

Only 36% of the workforce is actively looking for a new job at any time, and if you're hiring in-demand talent (like software engineers) the number is even lower, with only 13% actively looking. In a passive job market, you cannot wait for candidates to apply for your open roles. You must proactively source and sell them on why they should work for your company.

By sourcing candidates with an automated tool, you can hire more effectively. Research shows:

- 1 in every 72 sourced candidates are hired compared to 1 in every 152 of candidates who applied without being sourced.
- Sourced candidates are also two times more efficient in their jobs than candidates who applied directly.
- 54% of HR managers state sourcing reduces recruitment costs.

Adding a candidate sourcing tool to your recruiting tech stack gets you better talent more quickly, making this a must-have feature of any recruitment tech stack.

"Talent acquisition experts preach that true hiring success comes not from reactive recruiting practices like scanning resumes and applications, but from proactively finding and engaging potential candidates."

Rebecca Fouts, Sourcing Lead at Salesforce

Check out candidate sourcing tools and reviews on G2.

Before making your final choice, be sure to read this advice on choosing the best sourcing tool.

- 6 Rules For Using Candidate Sourcing Tools
- How to Evaluate Talent Sourcing Tools and Choose the Right Ones For Your Business

Recruitment Marketing

What is a recruitment marketing tool?

A recruitment marketing tool will put your company in front of ideal candidates. It boosts the visibility of your employer branding efforts to increase engagement with job seekers and helps you share information about what it's like to work for your company so candidates will want to learn more and eventually apply. A recruitment marketing tool makes it easier for you to distribute information about your company in the right places – where your ideal candidates spend their time. It not only brings in more applicants, but more qualified applicants.

Why is a recruitment marketing tool important?

Without marketing your company's culture, how will candidates know they should be working for you? Here are just a few reasons why sharing this information is crucial:

- Almost all candidates (95%) consider a company's reputation to be a key factor when looking for a new job.
- More than 80% of HR leaders say employer branding significantly impacts their ability to hire.
- 40% of passive candidates would accept another job without a pay increase if the company's employer brand was good.
- Having a good employer brand makes companies 250% more likely to rank their talent acquisition efforts as highly effective.
- Companies that invest in recruitment marketing see a 54% increase in the quality of candidates.

As a recruitment marketing platform ourselves, we know first hand how impactful promoting an employer brand can be. In fact, users spend 250% more time engaging with content than job descriptions on our websites.

Without an investment in recruitment marketing, job seekers will likely never think of your company as an employer of choice, which makes this another important tool to consider when building out your stack.

TOOL #3

Recruitment Marketing

“Top talent has always had power, but now they have much more information than ever before – about your company, your reputation, and much like you screen applicants for ‘fit’, top talent is screening you right back. Smart marketing can help cut through the noise and clutter and help you connect with your target audience, in fact, it might be the only way to connect with them in the modern, information overload age.”

[Steve Boese, Co-Chair of the HR Technology Conference](#)

[Check out recruitment marketing tools and reviews on G2.](#)

[Learn more about the recruitment marketing solutions Built In provides.](#)

Before choosing a recruitment marketing tool, we suggest reading these articles to learn more about this recruiting strategy.

- [Recruitment Marketing: What it is & 23 ways to use it](#)
- [Recruitment Marketing Platforms 101: What You Need To Know](#)

Employee Referral

What is an employee referral tool?

An employee referral tool manages your internal employee referral program. The tool automatically tracks which of your employees referred candidates and the incentives that are owed to them. The tool also encourages your employees to participate in the program more often, increasing its value over time.

Why is an employee referral tool important?

Managing an employee referral program without an automated tool is hard work and requires a lot of manual labor from your recruitment team. The tedious manner in which your program needs to be managed also presents opportunities for mistakes to be made, such as missing an owed incentive, which will make your employees far less inclined to participate in the future. Implementing an employee referral tool mitigates these issues and improves the participation rate of your team.

Still not convinced you should invest in an employee referral tool? Check out the advantages a successful employee referral program can bring to your organization:

- Between 28-30% of hires in the last decade came from employee referrals.
- The cost of a referred candidate is 40% less than a job board candidate.
- The time to hire of a referred candidate is 40% less than those hired through other sources.
- Employee referrals are the top source (25.9%) of the highest quality applicants, according to recruiters.

“(A great referral program) allows you to turn your entire workforce into recruiters. When you only have so many recruiters and so many resources to reach out to candidates, it helps to have a great referral program to empower all of your employees to help in sourcing.”

Kara Yarnot, Founder of Meritage Talent Solutions

Check out employee referral tools and reviews on G2.

Before you go too deep, learn how to build a successful, technology-enabled employee referral program by reading these articles.

- [Making Employee Referral Program Ideas Work](#)
- [6 Ways to Build An Employee Referral Program That Works](#)

Candidate Assessment

What is a candidate assessment tool?

Candidate assessment tools come in all shapes and sizes, but at their core they're designed to evaluate the individuals in your talent pipeline on their potential to perform at a high level for a specific job or function. The assessments usually focus on a person's technical skill set but can also be applied to subject matter such as culture fit and managerial styles as well.

Why is a candidate assessment tool important?

Hiring the wrong person happens more often than you think – nearly 75% of employers admitted to making a bad hire. And with the average cost of hiring an employee at more than \$4,000, it isn't a decision you should take lightly.

Making things even more complicated, research shows you can't always trust what you see on a resume.

- 78% of resumes contain misleading statements, while 46% contain actual lies.
- 85% of employers caught applicants lying on their resumes.
- Almost half of workers (46%) claim to know someone who has lied on their resume.

A candidate assessment tool helps overcome these potential issues in your hiring process. It will either validate that you're making the right decision or flag a potential risk before you commit to the wrong hire. Either way, recruiters win.

"People can have all the skills and knowledge in the world, but if they aren't motivated to do the job or aren't the right personality fit for the work, they won't last."

Gayle Norton, Director of Talent Strategy at DeGarmo

Check out candidate assessment tools and reviews on G2.

Now that you understand the importance of a candidate assessment tool, it's time to start researching vendors. Be sure to check out these articles before you begin.

- 4 Guidelines On Choosing the Right Candidate Assessment Tool
- Choose A Candidate Assessment Provider: A Checklist of What to Look For

TOOL #6

Email Finder

What is an email finder tool?

As the name implies, an email finder tool helps you find contact information for passive candidates you want working for your company. Traditionally, email finders have been used by sales teams to find potential client data but in a passive candidate market it's also a powerful tool for your recruiting tech stack.

Why is an email finder tool important?

Manually stalking the internet for an ideal candidate's contact information may not seem like a waste of time when you're doing it once or twice, but when you need to fill numerous positions the time starts to add up. Implementing an email finder tool into your recruiting tech stack can save you a ton of time when sourcing passive candidates and research shows it's totally worth the investment.

- Our research found that [22% of all applications on our digital platforms](#) originated via email.
- [70%](#) of the global workforce is passive candidates.
- Passive candidates are [120% more likely](#) to make a strong impact at your company.

Sourcecon put together a list of the top 10 email finder tools for recruiters. Read through them to determine the best solution for you.

[Check out the top email finder tools from Sourcecon.](#)

Need more help deciding on the right email sourcing tool for your organization? This best practice article can help.

- [Reverse Email Lookup Tools And Methods: How To Choose The Right One](#)

Onboarding

What is an onboarding tool?

An onboarding tool is a centralized platform to manage paperwork and communications before a new hire's start date. It helps your recruitment and HR teams keep track of who is responsible for each task in the onboarding process and provides a seamless experience for candidates joining your company, setting them up for success from day one.

Why is an onboarding tool important?

Think recruiters don't have to worry about onboarding? Think again. The onboarding process is a candidate's first impression of what it's going to be like working for your company, and a lot is riding on this experience:

- 93% of employers state a positive onboarding experience is essential to retaining new hires.
- 29% of employees do not feel prepared for their role from their onboarding experience.
- Nearly one in 10 employees have left a company because of a bad onboarding experience.
- Around 20% of employee turnover occurs within the first 45 days on the job.

Research also shows that companies who have a standardized onboarding process see a 62% increase in productivity from new hires and 50% higher retention. The best way to standardize your onboarding process – and realize this same success – is with technology. Adding an onboarding tool to your recruiting tech stack helps retain the elite candidates you worked so hard to recruit.

"Onboarding is a magic moment when new employees decide to stay engaged or become disengaged. It offers an imprinting window when you can make an impression that stays with new employees for the duration of their careers."

Amy Hirsh Robinson, Principal of The Interchange Group

Check out onboarding tools and reviews on G2.

And consider these best practices when choosing an onboarding tool for your company.

- [How To Pick An Employee Onboarding Software For Your Business](#)
- [7 Tips To Choose The Right Employee Onboarding Software For Your Organization](#)

Key Takeaways

Don't Lose the Human Touch

With the many technological advancements we have today, it can be tempting to automate every interaction you have with candidates. That would be a mistake, as recruitment should never lose its human touch. It's the element that candidates remember most and helps your company stand out from the competition. Always allow candidates the chance to connect with you and your company on a personal level and only use technology to automate the tasks that don't need a personal touch.

Seek Out Overlapping Features

Despite discussing seven must-have tools in this e-book, you may only need two or three service providers to gain all of the benefits we outlined. Many recruitment software solutions have overlapping features, and seeking out vendors that bundle more than one of these tools can be a great way to save your company money and improve the tool's ROI.

Integrations Are Key

When choosing tools for your recruiting tech stack, keep in mind their ability to integrate with other solutions. The whole point of technology is to make you more productive, and using tools that can't communicate with each other defeats this purpose. Understanding which tools need to overlap and the ones that are fine on their own can be the difference between a good recruiting tech stack and a great one.



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