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# ATS Recruitment Guide

How ATS Helps Attract the Talent You Need

# What's the Background?

The ongoing nationwide labor shortage means the talent pool to draw from is extremely shallow, and the competition to draw from that pool is at an all-time high.

With the resulting understaffed shifts leading to employee burnout (i.e., turnover) and reduced restaurant throughput, the labor shortage represents a major threat to growth and competitiveness. It is now more imperative than ever that you stand out from the crowd and get your share of the diminished labor pool.

## IMPACT ON THE RESTAURANT INDUSTRY



Loss of gross revenue per store because demand is not staffed property



Restaurant operating with reduced hours, closed days, or understaffed shifts



More job vacancies across all industries than pre-pandemic levels



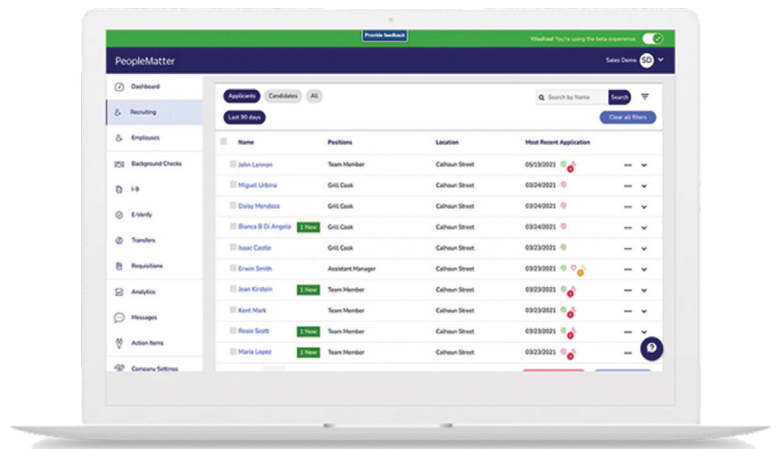
Eating establishments across all segments are operating at staffed levels of 20% or more below normal levels

Right now, the restaurant, retail, and hospitality industries are candidate-driven markets where jobseekers have much greater choice and leverage when determining where they work. If your hiring process is too long or complicated, you'll lose your candidates to someone else that provides a quicker, more convenient, and intuitive process.

The people you hire will become your brand's ambassadors, so creating a climate they can immediately buy into is vital. Regardless of whether a candidate is hired or not, a good Applicant Tracking System will provide a professional experience they may recommend to others.

# What is an Applicant Tracking System (ATS)?

An applicant tracking system (ATS) is software designed to help recruiters and hiring managers simplify and automate the entire recruitment process. A good ATS will receive, store, and process all candidate data while providing several tools to better understand, search, and filter for the most qualified applicants.



It will also enable you to sort, categorize, and screen the resumes and applications received based on keywords and criteria of your choosing, so you can better understand which candidates are more suited to the positions you are hiring for.

More advanced applicant tracking systems can even scan job boards, social media platforms, career websites, etc. to find candidates using keywords based on education, experience, or skills, just to name a few.

Through templated, custom, hiring workflows applicable to specific departments or interview stages; flexible approval signoffs; and integrated calendars which show availability of all parties, an ATS improves your organization's most critical hiring KPIs: time to hire, quality of hire, and cost per hire.

## Key Stats to Consider

- ✓ 42% of job seekers say employers are unresponsive, and 48% say they have trouble finding the right jobs to apply for<sup>I</sup>
- ✓ The average job opening receives 250 resumes; the average number of people interviewed is five<sup>II</sup>
- ✓ 75% of recruiters and talent managers have used an ATS, and 94% of users say software has improved their hiring processes<sup>III</sup>
- ✓ 37% of HR leaders say securing budget is a major challenge to executing internal agendas<sup>IV</sup>
- ✓ 51% of restaurateurs say hiring, training, and retaining staff is the biggest challenge they face<sup>V</sup>
- ✓ The COVID-19 pandemic eliminated more than 10 years' worth of job growth across the hospitality industry<sup>VI</sup>
- ✓ 69% of employees are more likely to stay with their company if they approve of the onboarding experience<sup>VII</sup>
- ✓ Mobile applications account for roughly 61% of all applications<sup>VIII</sup>





## Speed-of-hire is key to successful recruiting & hiring

Hourly workers drive all front-office operations, from cleaning facilities to guest satisfaction. Turnover and unfulfilled positions ultimately cut into topline revenue, as costs corresponding to separation, recruiting/attracting candidates, interviewing, hiring, and productivity lost over this period can easily eclipse **\$6,000** for just a single entry-level employee.<sup>ix</sup>



Reduced staff isn't just an HR-related expense — it impacts available revenues as well. Having fewer employees forces managers to have limited hours and short-staffed shifts. This not only impacts guest sentiment, but it also has a direct effect on topline revenue by reducing restaurant throughput. Based on Fourth internal data, we estimate that the results of this new labor dynamic are causing restaurants to lose anywhere from 10%-25% of top-line revenue.

### Labor Demand > Labor Supply



Loss of gross revenue per store because demand is not staffed property



Restaurant operating with reduced hours, closed days, or understaffed shifts

This isn't hard to imagine, because most operators have had to endure this reality for years now. Understaffed drive-thru windows and dine-in facilities congest wait times and ward off hungry customers. Hotels with minimal staff must shut down certain amenities and forego related revenues. Overworked managers cannot meet guest needs and may have to limit offerings.

*Bottom line: Holes in your operations need to be filled as quickly as possible.*

Candidates themselves desire a sensible hiring process, prioritizing job postings offering a streamlined application procedure and timely follow-ups. Most people, when looking to find a new job, will apply to more than one business. If your recruitment process is slow and complicated, then there's a very good chance the best candidates will cut bait and look to your competitors that are hiring.

This is where having an effective ATS really makes a difference, empowering operators and recruiters to quickly and efficiently reach the fastest outcomes. By making the recruitment process more efficient through real-time collaboration among those involved and integrated interview scheduling, you free up time for your HR professionals to concentrate on searching and interviewing — all resulting in a speedier hiring process that doesn't sacrifice talent quality.



# Ways an ATS speeds up the recruitment process

The major advantage to automating applicant tracking and screening is to free up HR and managers' time while the software puts the most qualified candidates in front of them.



**Speed up the screening process** ATSS organize candidates and automatically alert appropriate managers to screen before taking the next step



**Get faster decisions on candidates** Take advantage of automation by setting up alerts and deadlines for feedback



**Speed up the interview process** Certain ATSS allow:

- Candidates to pick a date/time based on the manager's availability, decreasing the back-and-forth time
- Video interviews, which allow candidates and interviewers to meet when and where convenient



**Get faster decisions on who to hire** Utilize automatic follow-up with key decision makers to make faster decisions and ensure the best candidates receive an offer

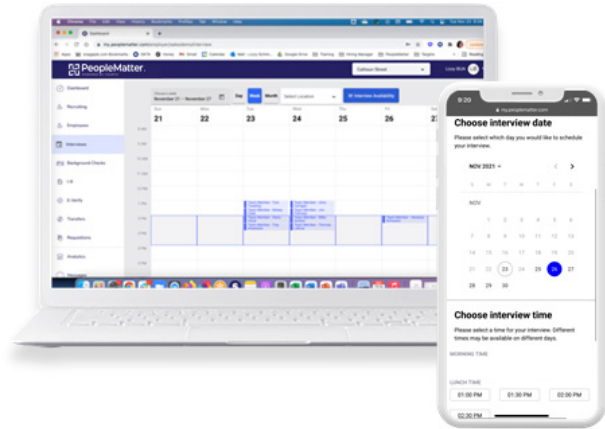


**Speed up the offer process** Make it convenient for a candidate to instantly say yes from anywhere with the ability to accept an offer on their mobile device



## Benefits of an ATS

In addition to the above, modern ATSs provide a comprehensive service — storing, organizing, and analyzing all applicant data to ensure your teams hire the best candidates. Here's what that encompasses:



### Faster Recruitment = Shorter Time-to-Hire = Lower Cost-Per-Hire

- Batch job posting to various job boards allows candidates to find open positions regardless of preferred job site, filling the talent pool quicker
- Centralized software means all candidate data is easily searchable, so your hiring teams can find, select, and contact candidates *more efficiently*
- Get to a shortlist faster with automated resume screening based on user-defined criteria
- Automating tedious manual HR processes (e.g., job descriptions, email follow-ups, interview requests, rejection letters) frees up time for your hiring teams and results in faster decisions
- Getting more done in less time results in *greater productivity*



### Improve Candidate Experience

- A fast, easy, convenient, and accessible process creates a great candidate experience – whether they're hired or not
- Frequent candidate-manager communications particularly through mobile SMS text messaging and email mean applicants don't have to wait weeks to hear back
- Candidate stays in the communication loop at all stages of the process
- Modern ATSs allow the option for professional, branded email and communication templates





### Actionable Feedback with Easy Analytics

- Interpret the vast data an ATS collects through comprehensive analytics
- Analyze your entire recruitment process and see where to make improvements
- Quickly and easily collect all the pertinent stats – e.g., number of applicants, number of offers accepted, number of interviews



### Simplified Interviews

- Save time and prevent human error by managing and automating interview scheduling from one platform
- Automatically allocate time slots and create a centralized calendar for scheduling interviews
- Quickly make changes via emails and communications manually or automatically generated
- Foster easier and quicker team collaboration through centralized dissemination of information



### Streamlined Onboarding

- So much of a new employee's first week requires distributing the right information to integrate them into your teams – e.g., offer letters, payroll setup, introduction to company systems
- Automate these people operations to lighten the responsibilities of managers while giving a new employee purpose and structured organization from day one



## Improved Hiring Compliance

- Being compliant with all forms, laws, and regulations can be an entire job in itself. Automating the work ensures your teams never lag on legal requirements
- Remove the chance of human error by automating Work Opportunity Tax Credit (WOTC) applications and E-Verify eligibility forms



## Centralize All Recruitment

- Stay in the know with an at-a-glance overview of all pending job openings and candidates, with the ability to narrow in on specific details
- Identify which positions and stages are stalled so you can respond accordingly and keep the hiring process moving forward



## ATS Supports Important Recruitment Functions

- One-click job posting to multiple job boards
- Centralized storage of applicants' files (application letters & resumes)
- Searchable database of applicant profiles
- Automated parsing and screening of resumes
- Interview scheduling
- Automated email
- Team communication and collaboration
- Recruiting analytics

### REFERENCES

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If you would like specific information about Fourth's ATS solution called PeopleMatter, please check out the following Fourth resources:



#### PeopleMatter product page

Features, functions, and benefits of our PeopleMatter ATS

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#### PeopleMatter Webinar – 2022 Roadmap – The Future's Never Been Brighter

Hear directly from Kristina Gansser, VP of Product, as she shares her vision for the product and her plans to bring that vision to life. Joining Kristina will be Clinton Anderson, CEO of Fourth, to talk about how Fourth's deep industry experience and advanced technology is an incredible enhancement to the PeopleMatter infrastructure. This webinar addresses:

- Long term & short-term product roadmap and what that means for you.
  - How PeopleMatter is committed to helping you in this unprecedented labor crisis. Fourth's vast offerings and how they will work for you.
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#### PeopleMatter press release

Read Fourth's exciting announcement of the acquisition of Snagajob's purpose-built, applicant tracking (ATS) and onboarding solutions for hourly-waged employees