

ATS evolution will see traditional models become extinct in 2017

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Applicant Tracking Systems (ATS) must move away from basic tracking to manage all processes, from sourcing to on-boarding, according to new insight from Alexander Mann Solutions.

The global talent acquisition and management consultancy has emphasised that the traditional ATS model – which is heavily process driven – is no longer relevant for the employer and employee of today. The firm argues that many systems need to ‘start from scratch’ in order to remain relevant, useful and also incorporate all elements that HR Directors are now seeking.

In a survey of its contacts ahead of a webinar earlier this month, the firm found that all HR managers feel that their existing recruitment technology provided a barrier to wider talent acquisition strategies.

Laurie Padua, Director of Technology and Operations Consulting at Alexander Mann Solutions, explains why these results are so concerning:

“The expectation is that a good ATS should enable an easier sourcing process, so the fact that all of those surveyed are finding some form of limitation due to the recruitment technology they use suggests that existing systems are no longer fit for purpose.”

“It’s for this reason that we’re beginning to note a real evolution of ATS offerings. In essence, simple tracking is no longer suitable for the wants and needs of the modern day recruiter. Instead, a fully integrated end-to-end solution is becoming increasingly sought after.”

“From our conversations with senior HR Leaders, we’ve found that they now seek an ATS that seamlessly incorporates social networks, with simple interfaces that can easily be integrated into other systems and has a more ‘social’ feel, while also providing sophisticated analytics and reports. That’s a lot to ask, but it’s the way ATS is evolving, and we certainly expect to see real movement on meeting this demand over the coming months.”

“What’s particularly interesting with these changing requirements is the emphasis on the ‘consumerisation’ of talent acquisition. Firms are recognising the need to add greater value to attract and retain the best talent, and as such are investing in a more personalised approach that leaves candidates with the best possible experience throughout the entire acquisition and on-boarding process. It’s perhaps fair to say, therefore, that the traditional ATS faces huge disruption in 2017. This will enable a new breed of vendors who will totally rethink what Talent Acquisition technology does, creating exciting opportunity and disruption in the existing markets.”

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About Alexander Mann Solutions

We are Alexander Mann Solutions and we're passionate about helping companies and individuals fulfil their potential through talent acquisition and management. Today, over 3,000 of our talent acquisition and management experts are partnering with our blue-chip clients across multiple sectors and in more than 80 countries. Delivering a distinctive blend of outsourcing and consulting services, our unrivalled experience, capability and thought leadership helps our clients attract, engage and retain the talent they need for business success.

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