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APPLICANT TRACKING SYSTEMS

Due to the increases in technological developments, most companies now require applicants to submit their applications electronically. These companies find it easier to sort out the numerous numbers of applications, through the use of applicant tracking systems. The purpose of our analysis is to explore how ATS works and what impact it has on modern HR management.

Applicant Tracking Systems (ATS) is a software utilized in the recruitment process to manage and structure data related to job applications.

The main purpose of ATS is to form a unified database of applicants in the company. The recruiter monitors the statuses and history of each candidate in the system, and also groups the data according to the desired attribute — this increases the efficiency of the HR department. The functionality of some ATS allows you to set up automated resume filtering, and thereby "filter out" unsuitable applicants for a vacancy without the participation of specialists.

ATS collects candidate data from the company's official websites, job boards like hh.ru, professional portals and even from social networks. Modern systems have the ability to integrate with the main job search sites to save candidate data, post vacancies and collect feedback.

Recently, ATS has been increasingly using technologies related to artificial intelligence and natural language processing. They facilitate the intelligent semantic search offered by various cloud platforms. As a result, companies can sort and evaluate resumes according to the requirements and job descriptions [1].

According to the survey reports of JobScan, over 98.8% of Fortune 500 companies use ATS, while 66% of large companies and 35% of small organizations rely on them. The top ATS software preferred by Fortune 500 companies is Workday, Taleo, SuccessFactors, BrassRing, and iCIMS. As per the latest survey of ATS market share reports, Workday has effectively overtaken the market value leaving the other four software in the same league.

The recent survey of the usage of ATS and its growing trends indicate that only 36% of small to medium-sized companies (maximum of 100 employees) have adopted the software for the recruitment process. On the other hand, organizations with a workforce bigger than 500 employees have a higher ATS adoption rate of 89%.

The use of ATS systems can provide several benefits to companies, including:

1. Increased efficiency in the recruitment process. ATS software can process large volumes of resumes quickly and efficiently, reducing the time and resources required for manual resume screening.
2. Improved candidate experience. An ATS allows for an organized and effective mode of communication with candidates, providing a better overall experience and increasing the likelihood of attracting top talent. By incorporating a hiring pipeline, it becomes possible to evaluate the performance of candidates shortlisted for the interviews.
3. Better data and analytics for informed decision-making. An ATS provides a centralized database for storing candidate information, making it easier to manage and track recruitment. HR managers can quickly screen a long list of ATS resumes in one go and thus can prepare records to proceed with an effective decision-making process.
4. Streamlined communication with candidates. Using an ATS system, recruitment professionals can collaborate better with candidates as it produces efficient communication via different parts of the hiring process, such as email templates, interview requests, feedback management, interview questions, and thank you notes [2].

Although Applicant Tracking Systems (ATS) can streamline the recruitment process, they are not without flaws. A Harvard Business Review study found that 88% of recruiters believe that ATS overlooks qualified candidates who don not meet the job description's exact criteria. This indicates that ATS may overemphasize keywords, neglecting to consider a candidate's skills, experience, or qualifications. Consequently, candidates who lack the "right" keywords on their resumes, despite being qualified, may be inadvertently disregarded [3].

As a result of our analysis, we have come to the conclusion that Applicant Tracking Systems (ATS) play a crucial role in modern recruitment processes. The widespread use of ATSs by the leading business industries worldwide is continuing to increase. Undoubtedly, ATS is vastly preferred by corporations of all sizes to make their hiring process simple, organized, and time saving. ATS is here to stay and continues to evolve to meet the changing needs of recruitment.

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