



How PrismHR Uses HiringThing's Integrated Applicant Tracking to Add Value & Deliver Hiring Efficiency to HROs



HiringThing's ATS Anywhere™ platform combines the power of an award-winning ATS with an easy, seamless integration that can connect any aspect of your business from custom workflows to full re-branding. In 2015, PrismHR partnered with us to add integrated applicant tracking to their solution. We recently sat down with Jonathan Wall, VP of Marketing for PrismHR, to discuss how adding integrated applicant tracking platform has helped transform their business and add value for their customers.

"Integrated applicant tracking doesn't just give us something else to sell. It's about having a more complete solution overall."

WHO IS PRISMHR?

PrismHR is the leading HR technology provider for human resource outsourcing (HRO) organizations. Through over 350 HROs, PrismHR delivers payroll, benefits and HR services to over 2 million employees in over 80,000 organizations. With more than 20 years' experience, PrismHR prides itself on being the most robust, complete and integrated solution for HROs in the marketplace. PrismHR is dedicated to helping their HRO clients succeed by providing best-in-class solutions that help them service the needs of their end customers.

EXTENDING THE PRISMHR PLATFORM

As part of PrismHR's goal to provide the best and most integrated solutions for their HROs, they conducted research to find out directly from the HROs how they would like to see PrismHR extend the platform. The overwhelming response was a desire for integrated applicant tracking. PrismHR's platform already offered solutions for payroll, benefits, and onboarding. However, their platform was missing the beginning of the HR lifecycle — recruiting.

IDENTIFYING PERSISTENT PAIN POINTS

HROs were regularly hearing from their end customers that in addition to the usual complexities within the HR lifecycle, efficiently managing the recruiting process while still hiring the best candidates was incredibly difficult. *"The HROs had easy, integrated and productive way to help their customers with recruiting. They could recommend an external ATS, but without integration with the existing elements of the PrismHR platform, data couldn't flow between systems and there were no efficiencies for the HRO or the end user,"* explains Wall.

"Prior to partnering with HiringThing, there wasn't an easy, integrated and productive way for our HROs to help their customers with recruiting. They could recommend an external ATS, but without the integration, data couldn't flow between systems and there weren't any efficiencies."

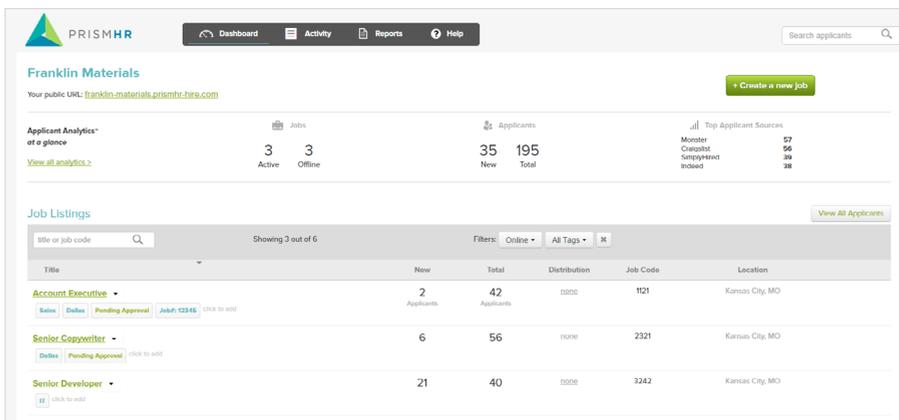
FINDING A SOLUTION

PrismHR immediately understood the importance of adding integrated applicant tracking to their platform. Knowing the high cost of building and developing their own system, they began the search for an ATS partner. PrismHR's first step was to identify key attributes of an ATS that were important to both their HRO clients and the HRO end customers, as well as PrismHR's internal team.

- ✓ **Easy to post jobs**
- ✓ **Seamless applicant experience**
- ✓ **Streamlined communication between candidates and hiring managers**
- ✓ **A true applicant tracking partnership**

THE POWER OF PARTNERSHIP

The completeness of the solution, combined with the flexibility of the HiringThing team made PrismHR's decision clear. PrismHR and HiringThing launched PrismHR Hiring in 2015. *"The platform is easy and it works,"* says Wall. *"Being able to have the HROs manage the software and offer it to the end users adds so much value to our platform. For the end user, it solves their hiring pains. It adds value by allowing them to find and hire great talent. For the HRO, it makes them more valuable to their end customers. For us, when our customers grow and win more business, we grow, and we also get a more complete and integrated platform."*



The screenshot shows the PrismHR dashboard for Franklin Materials. It includes a navigation bar with Dashboard, Activity, Reports, and Help. The main content area displays 'Applicant Analytics' with 3 Active and 3 Offline jobs, and 35 New and 195 Total Applicants. Below this is a 'Job Listings' table with columns for Title, New, Total, Distribution, Job Code, and Location. The table lists three job titles: Account Executive, Senior Copywriter, and Senior Developer.

Title	New	Total	Distribution	Job Code	Location
Account Executive	2	42	055C	1021	Kansas City, MO
Senior Copywriter	6	56	100R	2321	Kansas City, MO
Senior Developer	21	40	0000	3342	Kansas City, MO

PrismHR has found that adding integrated applicant tracking gives them a market differentiator to tout over their competitors, as well as a more complete solution that gives their HROs an advantage when closing new business.

Beyond the efficiency and business advantages of integrated applicant tracking, partnership with the HiringThing team stood out most for the PrismHR team. *"Overall, the HiringThing team is easy to work with, flexible, supportive, and always on hand with creative ideas that support our platform,"* says Wall. *"They are all the things you want in a partner."*

"The trend we're seeing with organizations that don't have integrated HR technology is they get very frustrated by the lack of integration and struggle with data and reporting being inconsistent. Having HR data in one platform makes it much easier to use and really easy to turn HR from being purely tactical to something that can become much more strategic."

Experience the Power of True Partnership

Contact us to learn more about our integrated
applicant tracking platform:

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