

HiringThing™

The Partner Playbook

**Grow Your Business with
Applicant Tracking**

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Grow Your Business with Applicant Tracking

The HR Tech Market is Growing

HR cloud solutions are currently a \$148 million market. In 2021, [HR tech spending](#) was up 57% from 2020—even pre-pandemic, [74% of companies](#) planned to increase their HR tech spending.

This is especially true for hiring software since recruiting is the number one challenge small and medium-sized businesses (SMBs) faced in 2021 (and predicted to carry well into 2022).

With our partnership, there is an enormous opportunity for you to:

- Grow your top-line revenue.
- Extend your teams.
- Expand your market share.
- Retain your customers.
- Leverage a competitive advantage.

Capitalize on Your ATS

After partnering for one year, one of our customers onboarded 237 companies to their ATS powered by HiringThing, resulting in a 49% conversion rate from MQL to SQL and a 42.4% close rate. Their partnership with HiringThing **contributed \$600k to their top-line revenue in 2021.**

Your Success is Our Success

As part of the Partner Perfection™ that comes with your HiringThing partnership, our team is here to help you sell and onboard customers to your ATS. We'd like to impart the tools, expertise, and strategies we've used to grow our business to help you grow yours.

We've created the Partner Playbook to share our recommendations for marketing and selling your applicant tracking system to new customers. We'll also provide you with the tools to ensure that your customers have a great onboarding and user experience.

Our main goal is to help you retain your current customers, attract new ones, and work together to increase your top-line revenue.

In this guide, we'll:

- Outline suggestions for how to market and position the ATS.
- Leverage the strategies and tactics our sales team uses to convert customers to ATS users.
- Discuss how to successfully onboard and retain customers.
- Show how easy it is to integrate and build customizations.
- Share how to empower your clients' success.

Ready to get started?

Marketing Your ATS

We're here to support your internal teams with research, positioning, strategy, and implementing marketing programs to drive adoption and usage of your ATS—from launch to retention. We'll enable your internal teams with key product messaging, sales enablement content, and more.

The ATS Landscape

Your customers have many options, including the old-fashioned paper method. Whether they've used an ATS before or not or even have misconceptions about what they do, your recruiting software uniquely benefits them. Before we share how we position HiringThing over the other applicant tracking systems, we'd like to share some messaging for marketing and selling your customers on the power of recruiting software. Feel free to use this data in your marketing, sales, or retention initiatives and nurture and nudge your customers to ATS adoption.

ATS Statistics to Highlight

- 75% of recruiters and hiring professionals use a [recruiting software](#), while 98.5% of Fortune 500 companies use an ATS.
- [78% of companies](#) who use an ATS say it makes recruiting easier.
- [94% of hiring professionals](#) say that using recruitment software has positively impacted their hiring process.
- [GetApp](#) conducted a study that found 86% of ATS users say the software's helped them hire faster, and 78% of ATS users say it's improved the quality of their hires.

- [68% of recruiting professionals](#) say that the best way to improve recruiting performance over the next five years is by investing in new recruiting technology.

An ATS Saves Time and Money

Recruiting and hiring costs valuable time and money. In fact, small business owners spend up to [40% of their working hours](#) on tasks that don't generate income, including hiring and recruiting. Companies risk top candidates losing interest, taking other jobs, or losing faith in the organization if the hiring process goes too long.

Companies that successfully utilize an ATS report saving up to 20% of their time on the hiring process, and [86.1% of ATS users report quicker hiring times](#).

An ATS Increases Applicant Traffic

Employers across the country can't recruit quality candidates. An ATS can help businesses increase applicant traffic by:

- Providing a job distribution platform to customers through a robust network of integrated job boards, social posting capabilities, and the tools to build a referral program.
- Widening their talent pool and pipeline.
- Ensuring vacancies get filled without wasting unnecessary time and money.

Share The Guide to Increasing Your Applicant Traffic with your customers.

An ATS Provides a Better Candidate Experience

According to CareerBuilder, [60% of job seekers quit in the middle of filling out online job applications](#) because of their length or complexity. That's a bad "customer" experience. An ATS can streamline the application process so job seekers only have to provide the same information once and can complete the application quickly.

An ATS can additionally ensure your hiring process meets job seekers' expectations, with QR codes and SMS communication that appeal to mobile job seekers and automated messaging that ensures all job candidates get professional, timely communications no matter if it's good news or not.

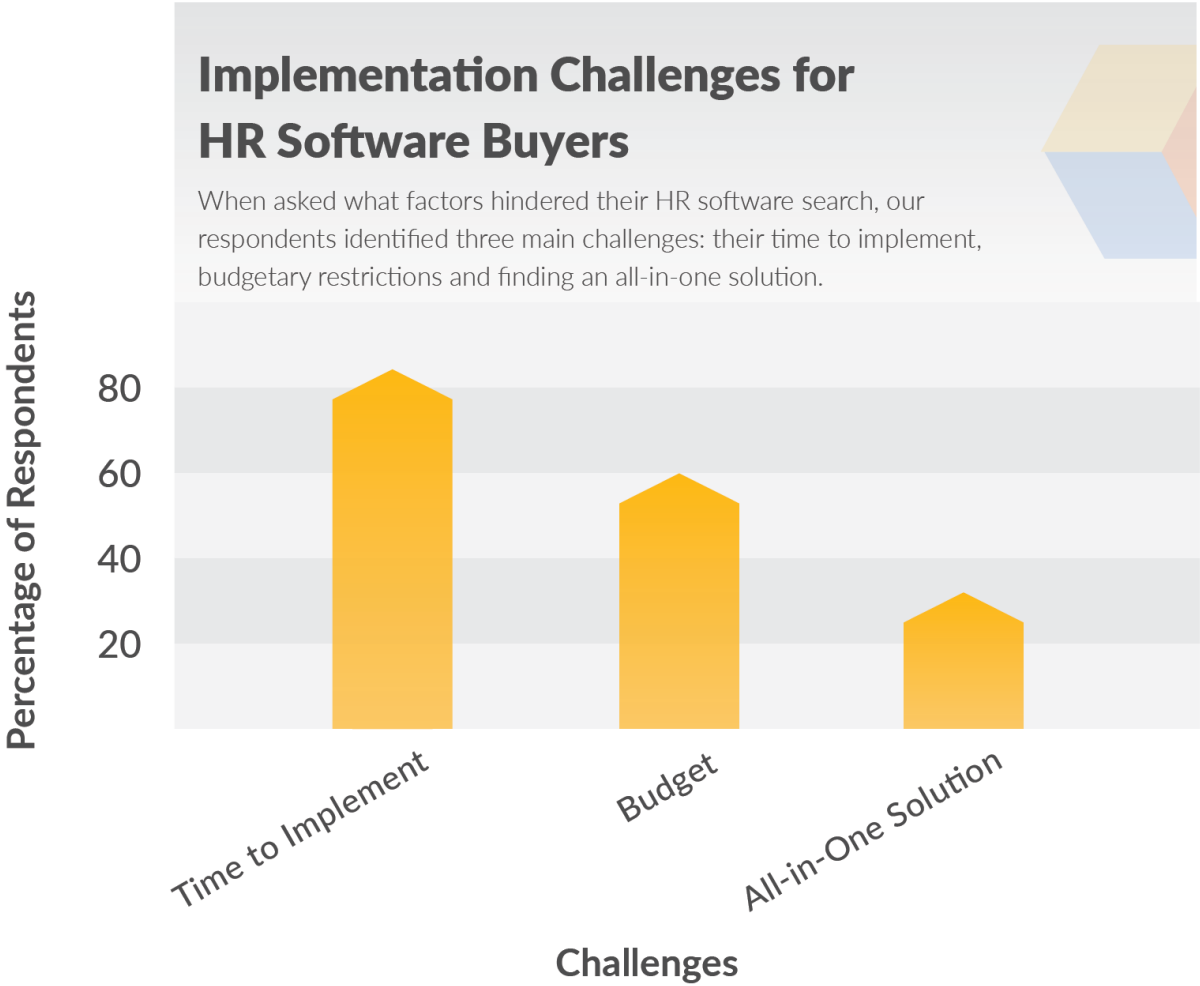
Better Candidate Experiences Strengthen Employer Brand

A good employer brand can reduce turnover by 28%, and 75% of active job seekers are likely to apply for a job with a strong employer brand. If candidates have a bad recruiting experience—overwrought applications, miscommunication, or communication lags—they develop negative connotations with the brand. This could be especially damaging as [72% of job seekers report sharing their negative application experiences online](#), and 55% report they avoid filling out applications with companies with negative online reviews.

HiringThing Positioning and Benefits

Product positioning is how your product fits into the market, what makes it unique, and how it differentiates from its competitors. While your business will have unique positioning, we're here to help you communicate the value your ATS provides your customers.

Want to know more about product positioning? We like this guide from HubSpot.



source:  **SelectHub**

Source: [SelectHub](#)

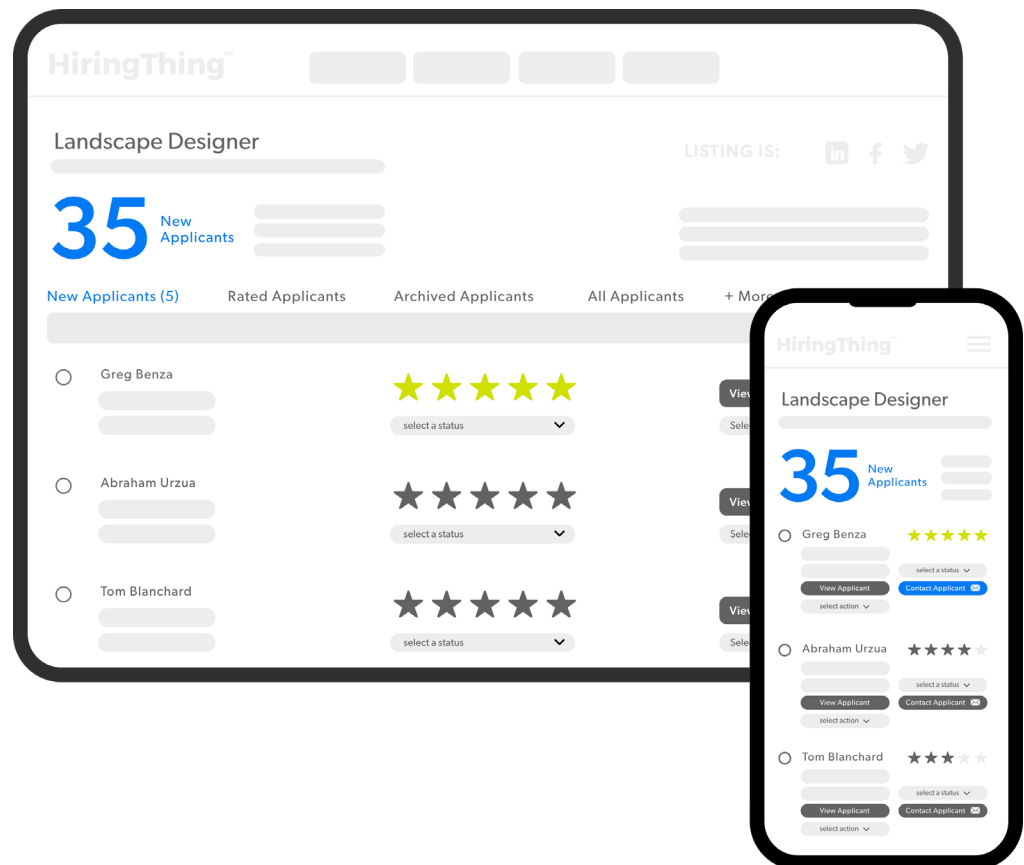
Know and share that your ATS can eliminate every barrier that hinders an HR software buyer:

- **Time to Implement:** Your HiringThing ATS will have already been integrated into your system. That means it's as simple as your customers turning it on and getting started. Your customers can be up and running in a flash.
- **Budget:** For most businesses, software spending can be a significant expense, but it doesn't have to be. Our flexible pricing models make it easy to offer affordable pricing plans that fit within your existing price structure.
- **All-in-One Solutions:** Users dislike disparate systems that require manual data transfer and reporting. Since they're already partnering with you, they trust your expertise, solutions, and customer service. Your private label ATS provides an additional solution to your platform and easily integrates with software they already trust.

We recommend touting your HiringThing ATS as:

- **Easy-to-use, intuitive, and seamless:** provide candidates and hiring managers a great user experience.
- **Robust:** offers advanced features clients will love and third-party integrations for pre-hire assessments, video interviewing, and background checks.
- **Fast to implement:** guided setups or convenient, self-serve instant access means customers don't have to worry about long implementation times.

- **Personalized and branded:** end-users experience your brand and customized workflows. Longtime customers who already trust you don't have to be sold on a new integration because it's your proprietary hiring software.
- **Budget-friendly:** customers reduce their tech spending by using the affordable ATS subscription you offer.
- **Seamlessly integrated:** Your ATS is integrated into your system so that your customers don't have to jump in and out of disparate systems.
- **Cutting-edge:** We continuously update your ATS with product enhancements that reflect the always-changing recruiting world.
- **Fully hosted, compliant, and secure:** your customers don't have to worry about compliance or security—we take care of that for them.



Platform Features and Functionality

Applicant Tracking Features

- Branded Careers Page
- Applicant Tagging & Filtering
- Scorecards & Star Ratings
- Custom Application Forms
- Job Boards Distribution
- Advanced User Roles & Permissions
- Referral Program
- Workflow & Process Configuration
- Messaging Templates
- SMS / Texting
- Apply with QR Codes
- Candidate self-scheduling
- Video Conferencing
- Activity Feed
- Bulk Resume Import & Resume Parsing
- Staffing and Multi-site Versions
- Onboarding Documents & Offer Letters
- Custom Job and Applicant Fields
- Unlimited Users
- Reporting & Analytics

Integrations

- Job Board Distribution
- Video Interviewing
- Email and Calendars
- Background Checks & Screening
- Pre-hire Assessment Tools
- Reference Checks
- WOTC
- EEOC
- Workflow Tools, i.e., Slack

Product

- Customer Support via chat, email, or knowledge base
- Open API & Webhooks
- Security & Reliability
- Global Compliance, GDPR, & Privacy Regulations
- Single Sign-On (SSO)
- Equal Opportunity Employer and OFCCP data collection
- Disclosure Statements

Integration Partners

A massive benefit of your ATS is the integrations with third-party vendors. Full integration creates a more robust, efficient, seamless experience for your end-users. These integrations are a huge selling point for the platform, encouraging the stickiness you want from a significant revenue stream.

HiringThing ensures your end users can hire the best people faster with integrated pre-employment assessments, reference checks, video interviewing, background checks, and more. Some of our partners include:

- Wedge video interviews.
- SkillSurvey reference checks.
- Corvitus skills testing and assessments.
- Crimcheck comprehensive background and drug screenings.
- Cangrade AI-driven pre-hire assessments.
- Business tools like Slack, Gmail, Outlook 365, and Wufoo Forms.

These premier integrations are additional ways to help you grow revenue, increase customer retention, and ensure you're solving every one of your end user's recruiting challenges.

Strategy & Goals

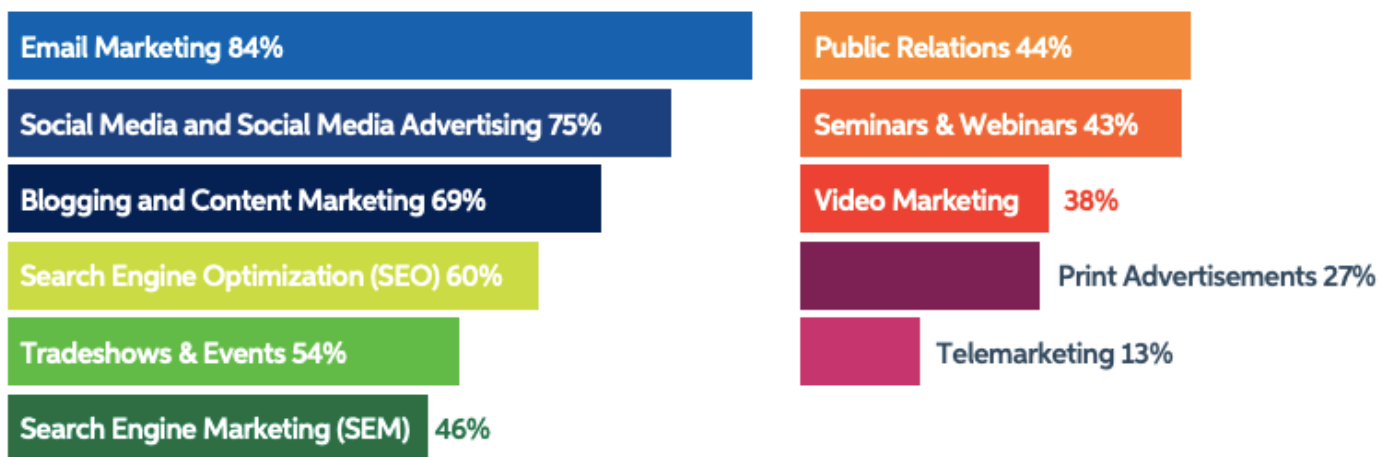
Any successful marketing plan starts with a clear strategic direction and goals. Your plan will depend on your unique situation—whether you're just launching or have an established customer base, whether you're on Flex Pricing (or QuickStart) or any of our other pricing model,

whether ATS is your core product or a tool in your product suite. You'll want to build a plan that works for your unique business.

As you consider the most effective marketing strategies to drive additional revenue for your business through ATS adoption, remember that we're here to help support your growth!

Marketing Tactics

Tactics are the strategic activities you use to engage your target audience. Below we've highlighted the methods we find most effective. Here's the spot where we roll up our sleeves to help you with execution, or you can give them a try with your internal teams. Please don't hesitate to reach out to us at marketing@hiringthing.com to request support.



Source: Smart Insights

Create Content

ATS-specific content is crucial to convince your customers that they need to adopt your ATS. Below, we'll share the content we most rely on for our marketing efforts.

Sales Enablement Collateral

Sell sheets, battle cards, educational or promotional videos, flyers, product documents, and other pieces of sales collateral address specific pain points and highlight product benefits. These pieces of content should be readily accessible for your sales team to use. Consult with your sales team to see what pushback they receive, the pain points they frequently hear about, and which benefits most resonate to decide what collateral is most needed.

Case Studies

Case studies and testimonials are the ultimate way to show potential ATS adopters that other customers succeed with their ATS. They're essential when you consider that [92% of consumers trust recommendations](#) over any form of marketing. Find how your ATS helped a customer solve one of their biggest challenges and [create a case study using this format](#):

- **The Challenge:** What hiring challenge did your customer have?
- **The Solution:** How did your ATS help solve that challenge?
- **The Outcome:** How did solving that challenge help transform your customer's business?

If a customer reaches out with positive praise or feedback for their ATS experience, ask them if you could use that as a testimonial when onboarding additional customers to your ATS. Once you get their express permission, create a testimonial database you can draw from to earn the trust of more potential ATS customers.

Blogs

We love blogging at HiringThing. Our HiringThing blog has over 300 posts, which we create with all HiringThing customers and end-users in mind. We don't expect you to be ATS experts, but we are, and it's largely in our blog that we share our expertise. Feel free to peruse our blog for ideas for your own or link back to our pieces if that works for your blog creation efforts.

Your blog is a great place to create longer content that answers questions about what an ATS can do for your customers.

Here are some of our favorite blogs which can demonstrate the power of an ATS for your customers:

- [Interview Scorecards Help Eliminate Bias](#)
- [You Need an ATS to Increase Applicant Traffic](#)
- [Speed Up Your Hiring with On-Demand Video Interviews](#)
- [10 Tips to Make Your Hiring Practices More Inclusive and Accessible](#)
- [Seven Steps to Selecting the Right Job Board](#)
- [Reimagine Job Candidates as Customers](#)

Our marketing team is available to help you craft ATS or recruiting-specific blog posts or create a larger blog strategy that can help nurture your customers towards ATS adoption.

Longform Content

Longform content is a big-time commitment that reaps big results—longform content gets shared and linked to much more than short-form content. If you could create one valuable piece of longform content around, say ATS usage, you'll always have that piece to tweak and update and provide customers. We create quite a bit of longform content here at HiringThing, and always create unbranded versions of our content, like [The Guide to Increasing Your Applicant Traffic](#) for you to use with end-users.

Email Newsletters

The recruiting industry is shifting and changing continually, as is our product. We can keep end-users up to date on the state of hiring, and our products with a monthly newsletter sent on your behalf. Let us know if you're interested in joining this program.

Additionally, your newsletters (if you have them) are great places to educate your customers and market your ATS.

Webinars

Live or recorded webinars are a great way to share industry insights and show current customers how easy and effective it is to use your ATS. The HiringThing team is happy to record or help you conduct these.

Videos

There's a powerful case for [upping your video marketing](#) in 2022—82% of global internet traffic comes from streaming videos, 59% of executives agree that if both text and video are available, they'll choose

videos, and 72% of customers would rather learn about a product via video than any other medium. If you can teach your customers about ATS use via video, we encourage that, and as always, we're happy to help with your [video production needs](#).

Search Engine Optimization (SEO)

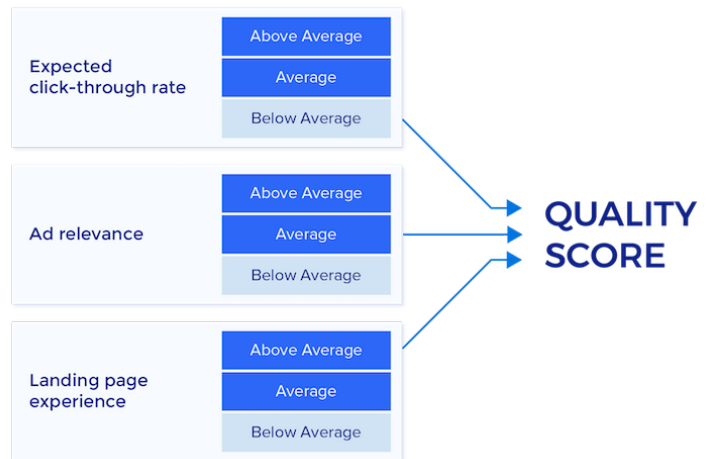
Optimizing your website boosts your position on search engine results pages (SERPs), increases credibility, and ultimately drives more qualified traffic to your website. Ensuring your recruiting solution is present on your website not only highlights the value-add for potential customers who land on your site, it drives additional organic traffic. Optimizing all of your ATS content with strong messaging and pertinent keywords can help your customers find your solution.

Content production is also key to this effort. In fact, according to content marketing firm [BrightEdge](#), “organic search drives 51 percent of all visitors to B2B and B2C websites.” Whether you have the internal resources or need to hire outside help, optimizing your web pages, landing pages, and your content (such as a blog) is one of the most effective ways to grow your customer base.

Paid Advertising

Google Ads, Microsoft Ads, LinkedIn Advertising, and many more digital advertising platforms allow you to reach potential customers at every buyer journey stage. With advanced targeting capabilities, you can tailor your ads with the right messaging, deliver them at the right time and place, as well as optimize your spending on the campaigns that drive the most conversions.

Applicant tracking software is a saturated market, and it can be tough to compete in bid auctions with similar businesses. You must optimize your campaigns and landing pages to achieve high-quality scores. This will improve your performance while decreasing your costs.



Source: Instapage

Understanding your unique value proposition, whether ATS is a component of your offering or your core product, is key to crafting the perfect messaging strategy for your campaigns.

Email Nurture Campaigns

Foster relationships with your customers and prospects by sharing educational content, highlighting product benefits, and staying top of mind with a series of emails designed to drive action. If you've enabled the ATS for all customers, this will remind them they have an ATS at their disposal and move them towards giving it a try.

Free Trials

We have a [14-day free trial](#) offer prominently featured on the HiringThing homepage and strategically placed throughout our website and content. Free trials are a great way to get customers started on the platform by removing two key barriers—cost and commitment. You don't have to sell customers as hard on a platform once they experience and trust the solution.

You're welcome to provide the same to your clients through your private label ATS. Check with your Partner Success Manager to review whether your pricing model is suited to this offering.

Referrals & Partner Programs

Referrals can be more powerful than any traditional marketing initiative. Implementing and fostering a customer referral program is a great way to onboard new customers to your ATS (or other solution). HubSpot has an excellent longform article about how to set up a [referral program](#).

Consider any business vendors that you could strategically leverage to drive referrals back to your platform. This could be mutually beneficial or incentivized. Tap into the networks of complimentary companies for quick reach and big results. If you're interested in learning more on building channel partner programs, Salesforce has some tips for [getting started](#).

Co-Marketing

Co-marketing is when two similar brands or businesses combine marketing forces to generate more visibility and sales by marketing to each other's audiences. You may offer multiple HR solutions—reach out to the marketing teams of a complimentary platform and see how you can help each other grow your reach! We do quite a bit of co-marketing here at HiringThing, [like this blog](#) on the power of asynchronous interviews we did with Wedge or [this blog](#) we did with ZipRecruiter to highlight the release of ZipRecruiter Daily.

Retention Marketing

Retention marketing is focused on repeat subscriptions and purchases from your current ATS users. The goal is to convince them to renew their subscriptions, up their number of jobs, and add additional integration through paid products, all of which will increase your revenue. Since these customers are already in the HiringThing system, we can do a lot of the heavy lifting for you, communicating product updates, highlighting benefits, and keeping your customers excited for future updates and releases.

Reviews and Surveys

93% of customers read online reviews before making a purchase, so ensure that your customers find the reviews that will help convince them they need your solution. You can encourage your existing customers to leave reviews by providing instructions in your blogs, newsletters, social media, and other content. And just as you motivate your employees to sell your ATS, you can also motivate your customers to leave you meaningful online reviews!

HiringThing Pro Tip: Set up a review landing page on your website and direct customers that way.

Some third-party review sites will even run review campaigns on your behalf and provide incentives to those customers who do.

Selling Your ATS

As with your marketing efforts, HiringThing is here to support our partner's sales efforts through sales training, demo support, sales collateral, and consultations.

Additionally, in this section, our sales team will provide tips for:

- Approaching potential customers.
- Crafting a successful sales email.
- A streamlined demo process.
- Learning your competition.
- Incentivizing your sales team.

Sales Support

Demo Support

Sales demos get potential customers into the ATS and allow them to see the platform's robust functionality firsthand. There are three different ways the HiringThing sales team can support our partners when it comes to demos:

- We can train your staff to give your own demos using the same tactics that have proven successful to our team.
- We can host a webinar demo for you to share with prospects. While these demos are prerecorded, many of our customers chose to offer them at their chosen cadence during the week to appear live to the end-user. You can also choose to release these “on-demand.”

- A HiringThing sales member can operate as your ATS specialist, using their expertise to guide your users through live demos.

Sales Trainings

Learn to demo and sell from the ATS experts here at HiringThing. Contact sales@hiringthing.com if you're interested in learning more.

Our Experts' Approach

When conducting any conversations while selling your ATS, whether those are via chat, phone, email, etc., our sales team recommends doing the following:

- **Focus on ease of use:** Job candidate experience has never been more critical, and it will make your end users' recruiting competitive.
- **Focus on relationships:** You're now in the business of people. Find out the specific challenges of the particular people you're selling your ATS to, and tailor your message appropriately.
- **Brand story:** Remember, while you're selling the HiringThing ATS, you're selling your brand. How do our features and positioning compliment your brand's story?
- **Product benefits and features:** Early on in the sales conversation, figure out what benefits and features will most empower the customers you're dealing with and make sure to focus on those.
- **Use your resources:** Use demos. Use collateral. Use content. Use referrals. Sales doesn't exist in a silo. Use your resources!
- **Incentives:** Motivate your sales staff with recognition when they're successful.

Know the Competition

There's value in understanding the other options your clients are evaluating (in some cases, your platform may even offer a competitor ATS). Here are the main competitive advantages our sales team highlights:

- **Advanced features:** The HiringThing ATS offers more features at every plan level to make sourcing, interviewing, and hiring faster and more accessible for all SMBs.
- **Easy-to-use:** The user interface is easy to navigate and set up, and the dashboard lets you manage all your jobs, helping customers work faster and smarter.
- **Fast implementation:** We offer fast implementation times or easy-to-use self serve so customers can start using the ATS almost immediately.
- **Adaptability:** It's your customers' choice to keep the hiring process simple or utilize our full functionality.
- **Form Builder™:** Customized application form and automated applicant tagging for quick filtering, allow customers to spend time and resources on the most qualified candidates
- **Communication tools:** Options include a robust messaging template library and SMS capabilities.
- **Integrations:** Built-in integrated partners for background checks, references, assessments, and more offer additional hiring solutions and revenue sources.
- **Seamless connectivity:** Open API and documentation supports integrations with any solution provider.

- **Reporting and analytics:** Clients can identify their most effective channels and optimize their recruiting efforts with advanced data and reporting.
- **Support Beyond Compare™:** Premium support is available at all plan levels.

Tips for Crafting an Expert Sales Email from Our Sales Team

Writing a sales email is both stress-inducing and exhilarating. Here are a few tips and tricks to writing a successful email to your prospect:

- **Keep it simple:** Sometimes, we get away from ourselves. Nowadays, inboxes are filled to the brim with people seeking our attention. If you can keep your email to the point, you have a better chance of a response.
- **Be specific:** We often assume people understand our ask. Looking for a meeting? Ask for one. Want to know their level of interest? Ask them to reply with a simple yes or no.
- **Be succinct:** If someone can scan your email and comprehend immediately because it's short and to the point, they are more likely to respond. You are being respectful of their time and showing the recipient that you know your stuff because you can sum it up quickly.

Here is an example of an email that is short, casual, and to the point.

Good Morning:: Insert Name Here::,

I hope this finds your inbox at a convenient moment. I'm reaching out to share an idea about a potential recruiting solution for your company. I see an obvious path to success in ::insert company here:: offering ::insert product here:: to your customers.

I would love to get more in-depth on the opportunity in a 20-minute meeting.

Can we connect this week?

Please let me know so I can adjust my calendar accordingly.

Thank you!

:: Insert Your Name::

A few approaches and considerations we find work well:

- **Time of Day:** Where are they located? Is it morning or afternoon? Are you be best served with a simple “Hello?” Something to think on.
- **“A Convenient Moment”:** This is both a bit humorous and offers an understanding of people’s calendars. There is no such thing as a convenient moment in an inbox. Impactful, sure? Convenient? No.
- **The Reason:** Mentions the product & the offering.
- **The Ask:** Looking for a meeting and sharing how long that meeting would be.

- **“Please let me know so I can adjust my calendar accordingly”:** Let them know that you also have a schedule and often prompts a response of either suggesting a meeting time or thanks, but no thanks. Either way, any response is better than no response.

The last piece of the puzzle? The follow-up. Sales folks often set it and forget it. Don't do that. If you haven't heard back, reach back out. Creating a content calendar or an “Interaction calendar” is a really simple way to stay on top of your process and ensure nothing gets away from you. And if you have technology in place, use it!

Incentivize Your Sales Team

You can also incentivize your staff to drive more ATS business. Incentive programs are built to produce targeted results by rewarding employees who help achieve those results. Give your sales and customer service teams a reason to push your ATS (which, in turn, expedites your growth).

Making Your ATS a Success

Your job isn't done once you've sold a new customer on your ATS. Now, it's crucial to ensure they have a great experience that creates stickiness. It's worth noting that while businesses direct much of their marketing and sales energy on new customers, a 5% increase in customer retention can [increase company revenue](#) by 25-95% (not to mention that it's 5-25X more expensive to get new customers than retain current customers).

HiringThing's trademark Support Beyond Compare™ means we're committed to ensuring your customers have the sort of ATS experience that will keep them subscribing—your success is our success after all—and that you have the type of experience that embodies that Partner Perfection™ we talked about earlier.

Keys to ATS Success

Pricing

When you integrate a solution, you'll be paying ongoing subscription and usage fees. Those costs may vary depending on the financial model that works best for you. The average profit margin for your company will range anywhere from 20 to 200%, depending on the business model you choose and the additional services and integrations you make available. You may opt to pick a pricing model that aligns with your existing pricing model to create consistency for your clients and accounting teams.

Flex Pricing

If you're on the Flex Pricing model, your customers already have access to your ATS—it's just a matter of them deciding to turn it on. This subscription-based plan is designed so that your clients can quickly scale up or down to meet their recruiting needs and that you only pay for what's being used. [Read how one of our customers used Flex Pricing](#), also known as the QuickStart program, to grow ATS usage and drive revenue.

Usage-Based Pricing

Pay for what you use. Pricing based on usage allows you the flexibility

to set your margins, bundle with other services, or create your packages that blend into your go-to-market strategy. When you're only billed for the active jobs on the platform, you gain freedom and benefit from uncapped potential in your revenue stream.

Subscription-Based Pricing

Utilizing a subscription-based pricing model allows you to go-to-market with a familiar structure to your end-users (Netflix, gym membership, etc.). This approach is painless for all parties and sets clear expectations around monthly packages. Your clients can flex their subscription packages up and down as their needs change while you enjoy a revenue share each month.

Location-Based Pricing

Ideal for multi-location or franchise businesses, location-based pricing can be a gamechanger. This style program offers fixed operating costs at each location, so there are no surprises. Pricing scales for larger operations and hiring needs so companies can choose to bundle into larger tech stack dues, allowing for a new revenue stream on top of added value to a franchise model. Don't leave your operators to find a solution on their own. Ease their headache by designing the ideal platform with a quick rollout and joint liability protections.

PEPM Pricing

Designed to support PEOs, ASOs, and HROs specifically, a per-employee-per-month (PEPM) model allows your recruiting solution to fall into place with existing services seamlessly. At a low cost to your organization, a PEPM billing model offers the ability to drive revenue and provide competitive services your clients are seeking. This pricing structure often allows small businesses to have a feature-rich

tool to recruit at a cost lower than they can purchase independently. PEPM billing allows your ATS offering to fit into the overall puzzle and complete the total HR picture.

Implementation

Your success is our success, which means we want you to start strong with an implementation process that works for your plans. Implementation covers the setup of your private label, platform training, sales and marketing consultations, and strategic account management for the life of your partnership.

Dedicated Account Manager

Every private label partner is assigned a dedicated account manager for any questions you may have. You'll also have quarterly meetings, or a predetermined frequency, with our Partner Success Team to discuss how we can grow together.

Customer Support

Our Customer Support Team is available via chat or email if you're using our Tier 1 support for any immediate troubleshooting, support, or questions. Otherwise, our Knowledge Base and access to our customer service team is also available to your support team.

Sales Team Trainings

Whether you're a one-person outfit or have dozens of sales folks, ensuring they've got the tools to sell and onboard your ATS is crucial. Sales team training led by HiringThing is available upon request.

End-User Training

You can train your customers, but why not let the HiringThing experts do what we do best? Your customers have [multiple options](#) to choose from, ranging from an overview webinar to the highly recommended guided setup that provides a custom experience. We recommend our Guided Setup Implementation package, designed to train hiring managers on customized workflows, ramp up their hiring ability, and ensure they leverage the many features the platform offers.

Product Overview Webinars

We offer [live webinars](#) for any partner, sales teams, or users who need an overview (or reminder) of how the ATS functions. These webinars are platform-agnostic, and attendees are anonymous to each other to protect your brand.

Knowledge Center

The HiringThing Knowledge Center has hundreds of articles covering product features as well as tips and tricks. Our fabulous Customer Success Team frequently updates it. All clients can access the Knowledge Center for their end-users.

Engineering Support

Customer success is contingent on successful technical integration. The HiringThing engineering team is here to work with your teams to ensure seamless integration.

Open API

Our API lets you interact with our system programmatically from your application. You can use our API to access resources such as Jobs, Applicants, Notes, and others. All of your account and applicant data is fully available through our secure account API. You can see all of your applicants, edit jobs, send emails, edit account information, edit applicant information, and get real-time data about your hiring campaigns. Everything available in the web application is available through our API.

Go directly to our [endpoint documentation](#)!

Custom Integrations

The HiringThing ATS can be customized to fit your needs. However, here are some of the more popular custom integrations you may be interested in implementing.

SSO

[Single Sign-On \(SSO\)](#) is a means of authentication and authorization of a user to access a system based on previous authentication with another trusted system.

Many clients implement SSO to enable cleaner, faster workflows for end-users and deliver a higher quality end-user experience.

Marked as Hired

For seamless transfer of data from your ATS to another HR system, look no further than a [Marked as Hired](#) integration. An applicant in the ATS can be Marked as Hired by two methods.

First, a Hiring Manager can click the Mark as Hired button in the applicant's profile to mark an applicant as hired and trigger any configured integrations.

Alternatively, the applicant can be sent an offer letter to sign. If the [enable_auto_hire](#) setting is enabled, the applicant will be immediately marked as hired upon signing the offer.

Webhooks

While most of our clients integrate with API, some use webhooks, which can be thought of as an API driven by events rather than requests. Webhooks enables an external system to “subscribe” to events that occur within the ATS system and be sent updates when those subscribed events occur.

If you're interested in integrating via webhooks, [here's the documentation](#) you need.

Empowering Your Clients

Your ATS can transform your clients' businesses. Once you've sold them on your product, it's also vital that you set them up for success. While an ATS is extremely helpful recruiting software, it's not a magical tool to find and hire superstar candidates without human input.

Check out our blog on how applicant tracking systems are often blamed for human errors, which isn't accurate. An ATS is robust, but it requires human input to work best.

To empower your clients, we recommend familiarizing yourself with the challenges your end-users will face and provide them with the tools and solutions to overcome them.

Hiring Challenges and Solutions

Increasing Your Applicant Traffic

Businesses that are having trouble attracting and keeping qualified applicants often look for the assistance of an applicant tracking system to build and strengthen their applicant pipeline, but again, we can't stress enough that our software will not magically increase traffic overnight. Here are some actionable steps your customers can take in conjunction with ATS to send their applicant traffic into overdrive.

- **Re-evaluate your recruiting strategy:** If an organization has an outdated hiring strategy, all the technology in the world will not help. For example, a job posting saying that applicants must "be able to lift 25 pounds" when that doesn't apply to the position already is

excluding valuable candidates! We created [The Guide to Increasing Your Applicant Traffic](#) workbook to help end users audit and reimagine their recruiting strategies. We recommend providing this workbook to all-new ATS users and suggesting they audit and reflect on their current approach before beginning any new job searches.

- **Pick the right job board:** Picking the right job board is another task that's partially up to the client. There are hundreds of job boards out there, and depending on the role you're posting, not all of them work. Encourage end users to figure out which job boards work best for the candidates they're looking for and focus their efforts there.
- **Sponsor on the right job board:** Today's job market is super competitive. Posting to a job board doesn't guarantee applicants. Instill this in your customers and make sure they know what [paid options](#) are available.
- **Learn job posting best practices:** How you craft a job posting can either deter would-be job candidates or increase your applicant traffic. Our blog article, [The New Rules of Recruiting: Rethink What You Know About Job Postings](#) is a great resource for crafting job postings that appeal to today's job seekers. [Ensuring your job posting isn't flagged](#) is also crucial.
- **Utilize social media:** Companies need to know that advertising job postings where their customers live are critical, and [79% of job seekers](#) use social media during their job search. If companies aren't advertising there, they risk missing out on viable job candidates. Here's how to [advertise your jobs](#) on social media.
- **Tap into referrals:** LinkedIn reports that 85% of jobs are filled through networking. Luckily, your ATS makes it easy for all your customers to set up [referral programs](#) that can help drive applicant traffic.

Applicant Screening

Your customers set the parameters for their job postings. Make sure they understand that. If they say that a job posting needs only to have college applicants, that's what they're getting. If they are getting an influx of unqualified applicants, it could be because they're not using the technology to weed out candidates that fit.

- **Questionnaire:** A job application questionnaire can automatically disclude candidates who don't have the requisite experience, education, or skill sets with simple yes or no questions.
- **Workflows:** Custom workflows help users organize and sort applicants, so they aren't overwhelmed by too many candidates with no order. However, customizing and designing a workflow is something end users must set up on their own. Be sure to share the [Applicant Status Workflows](#) feature with all new ATS users to start their ATS reflecting their hiring process.
- **Skills assessments:** Pre-hire assessment tools are a great way to determine if a candidate has what you're looking for in an unbiased manner. Candidates who don't get the scores you're looking for are automatically disqualified from the application process.
- **Scorecards:** Our [scorecard feature](#) allows you to rank and sort the candidates going through your job application process, allowing end-users to organize your top picks quickly.

KPIs and Metrics to Measure Success

Tracking your ATS sales, marketing, and retention efforts through key performance indicators (KPIs) and metrics is important. This will let you know which efforts are working, which aren't, and which need to be tweaked or improved to get back on track. Data should help inform your decisions and help you take your ATS initiatives to a business-growing level. Here is the data we suggest keeping track of to understand the success of your ATS efforts better:

- Revenue growth
- Customer Acquisition Cost (CAC)
- Customer Lifetime Revenue (CLR)
- Return on Investment (ROI)
- Conversion Rate

You're provided with monthly account-level reports in your Partner ATS Hub that will provide additional insights into your KPIs and metrics.

Once Again: Your Success is Our Success

If there's any way the HiringThing team can help you empower your clients, please reach out. It's our goal that every partner and end-user experience the Hiring Happiness® we're known for.



Questions or requests?

Contact accountmgmt@hiringhappiness.com