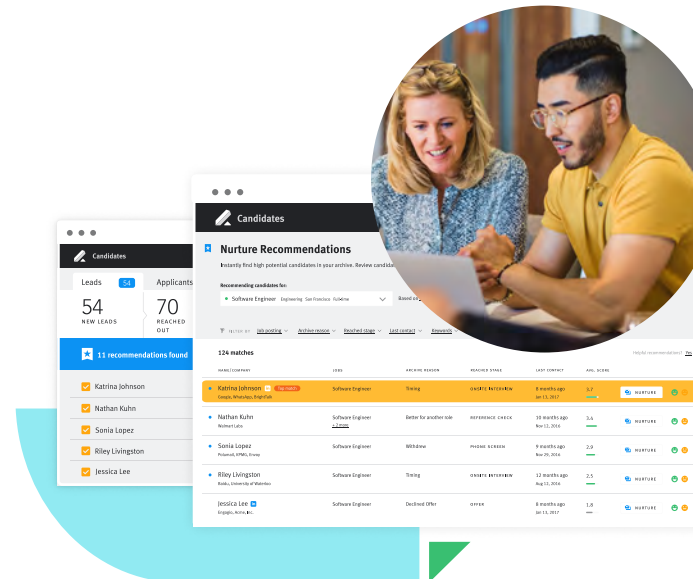


# The 8 Must-Have Applicant Tracking System Features for Recruiting

Once you've determined your 'why' and 'how' for choosing an applicant tracking system, you'll begin research into various systems and their features. It's important to keep in mind that many ATSs will share some similar features and functionalities, and so you'll want to look at an applicant tracking system that does more than just automate manual processes. Let's take a look at the 8 must-have features you should consider when onboarding an ATS.

## 1 Candidate sourcing

It's not enough to post open roles or use LinkedIn as a way of tracking applications—you need to build a robust candidate pipeline. The right applicant tracking system can help you enrich this pipeline and grow your talent pool as you source and hire for roles. When considering this type of feature, think about whether an ATS allows you to store candidate information easily, lets you quickly search for and reference candidates, create unified candidate profiles, and automate outreach (even if it's 1:1).



## 2 Managing interviews

Interviews can add a significant amount of time and stress to your hiring process, which is why you'll want to look out for features that streamline interviewing for both your team and candidates. For example, you'll want to consider whether your ATS:

- Allows you to quickly schedule interviews and integrate with your team's calendars
- Provides structured interview kits and prescriptive feedback forms
- Integrates with DEI tools like anonymous resume reviews

These seamless interview features don't just benefit your hiring team—they also provide a great candidate experience recruiters can easily manage and offer.

### 3 Candidate relationship management

It's not uncommon to come across a candidate that you'd love to hire, but one you simply don't have the right role for yet. In cases like these, having a candidate relationship management tool (or 'CRM') allows you to leverage that candidate down the road when the time is right.

A candidate relationship management tool enables you to build meaningful relationships with potential talent through your applicant tracking system—so you nurture your candidate pipeline without missing job seekers who could add to your culture, too.



A couple of core features you should keep an eye out for include the ability to tag, filter, and search your candidate database. Additionally, look at whether you can create workflows that allow you to view past outreach while maintaining touchpoints or communications with candidates.

### 4 Reporting, analytics, and dashboards

When so much about recruiting can be reactive, you want to be proactive when sourcing and hiring the right candidates. But without the insights necessary to make informed hiring decisions, you could be recruiting at high cost with little ROI.

This is where deeper data comes into play. Reporting and analytics can help hiring teams better understand their candidate pipeline while focusing on diversity recruiting and tracking hiring progress, all in one tool. Dashboards that enable you to collect, store, and present data are also beneficial when you're strategizing recruitment or making changes to your hiring process.



Whether you're looking for a snapshot of requisition status, an overview of top-of-funnel conversions, or details around candidate diversity, the more insights you have, the more quickly and efficiently you can make decisions about candidates.



## 5 Centralization

Between the endless spreadsheets, job descriptions, career sites, and outreach, managing candidates can become a full-time role even before you get to the interview stage. That's why more recruiters and hiring managers are turning to applicant tracking systems to centralize these efforts.

Centralization allows you to keep everything pertaining to candidates in one place—making it easier to create concise workflows where candidate profiles, feedback, interviews, communications, and more are organized.

## 6 Diversity, equity, and inclusion (DEI) reporting

It's one thing to track and measure recruiting pipelines and performance, but what about diversity, equity, and inclusion (DEI)? Organizations are growing more serious about [diversity recruiting](#), which means hiring teams need access to deeper data that helps them drive progress with DEI.

Your applicant tracking system should be able to deliver these insights. LeverTRM's Advanced Analytics, for example, lets recruiters create custom surveys to collect feedback from candidates, while EEO dashboards and reporting provide insights into the diversity of your talent pool and candidate pipeline.

**Interview Pipeline Breakdown by Race**  
 What does diversity in the current pipeline look like, and are there any stages where particular groups are over or under represented? Do I have enough candidates in a particular stage to advance someone, based on historical conversion rates?

Stage	American Indian or Alaska Native	Asian	Black or African American	Decline to self-identify	Hispanic or Latino	Native Hawaiian or other Pacific Islander	Two or more races	White
New Hire	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%
Reached out	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%
Responded	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%
Screening stage	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%
Interview 1	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%
Interview 2	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%
Onsite 1	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%
Onsite 2	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%
Offer	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%
Hired	~10%	~15%	~15%	~10%	~15%	~10%	~10%	~25%

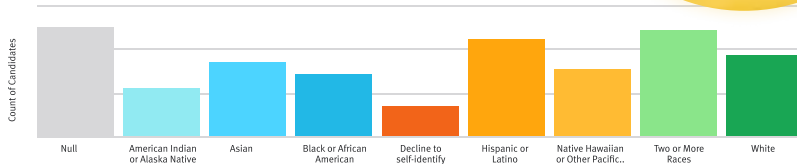


Equipped with these insights, recruiting teams can make more informed hiring decisions to help with diversity recruiting.

### EEO Summary

High Level Summary of Current Pipeline, Archive Stage, and Archive Reason by EEO Response

All Candidate Responses



What does Diversity in the Current Pipeline Look Like?

EEO Question	Lead	Applicant	Onsite	Offer	Hired	Archived	Grand Total
Null	4%	23%	48%	27%	7%	6%	31%
American Indian or Alaska Native	6%	19%	62%				100%
Asian	21%	26%	32%	4%	3%	18%	100%
Black or African American	3%	9%	18%	38%	9%	23%	100%



## 7 Recruitment marketing

A big misconception about recruitment marketing is that it's only comprised of what your company does on social media. But the reality of today's hiring landscape is that recruitment marketing must encompass every touch point a candidate has with your organization.

This means every stage of the hiring process should be aligned with your recruitment marketing—including job descriptions, careers pages, application forms/portals, candidate outreach, and more. Carefully consider whether the recruiting software you're evaluating supports recruitment marketing efforts.

## 8 Automation and personalization

Poor workflows can be one of the greatest inhibitors of productivity for recruiting teams looking to source, engage, nurture, and hire top talent—especially when those workflows create more work and manual tasks than necessary.

To ensure workflows are pushing the needle forward, automation and personalization are key. For example, setting up interview processes, collecting candidate feedback, scheduling meetings, and personalizing outreach at scale should be doable with just a few clicks of a button. And the same goes for integrations that help you hire faster, especially if [high volume hiring](#) is a priority for your team.



We can say the same for outreach, where personalizing emails, messages, and other communications for candidates can help hiring teams build relationships with top talent in their pipeline.

## Ready to find the right applicant tracking system?

Hiring today is a team sport. But you can't support key players across the C-suite, recruiting team, and hiring managers with a traditional ATS—you need modern recruiting software. So how can you tell whether a solution connects your end-to-end process, and all people involved?

Get our complete guide to making a case for an ATS →  
(and never worry about buy-in again).

