Where software ends and service begins

When considering a new ATS, you’ll likely be comparing features and making decisions based on whether a provider meets the minimum requirements. However, what we have learned from our 4,000+ customers is that you need more than a set of features that promise results – you need a partner to guide you as your business grows and your needs change. Your ATS vendor should address how they plan to support your organization, from implementation and data migration all the way through to training and ongoing support.

Expect more

Many SaaS companies forget the service that’s needed to support the software they provide. Some vendors see their services offering as going above and beyond so they don’t invest heavily in professional services for their customers. Look for vendors who are aligned to your culture and demonstrate a commitment to serving their customers with more than 24/7 chatbots. ATS providers should offer an array of professional services and support to give you the confidence you need to take on what’s next for your organization.

Services to consider

Implementation support to guide you through set-up and product optimization. From design and system configuration to training and data migration, you’ll need true expertise. Be sure your ATS vendor provides you with an implementation plan and a timeline, complete with roles and responsibilities. This will save you from additional service fees you weren’t planning for.

Ongoing customer success is a true differentiator in the ATS market. Your ATS partner should be by your side through each phase of your
journey. The point of sale shouldn’t be the last time your needs are assessed. A true partner will continue to be a valuable resource as your business evolves and your requirements change, exposing you to a network of other customers, partners and hiring experts that you can consult. Their goal should be creating an environment to help you achieve hiring excellence.

**Strategic consulting** takes success a step further. If your ATS provider offers on-site consulting, you should take it. New tools require strategy, evangelization and adoption – and likely more than once. Reviewing your strategy and how your product is set up to meet the requirements of that strategy should be revisited at least every year. Be sure you consider this as you budget for your new ATS, especially if you are planning to sign a multi-year contract.

**Technical consulting**, especially HRIS integrations with the likes of ADP, Workday and SuccessFactors, should be a standard offering from your ATS provider. Since the ATS is the backbone of your TA stack, bespoke HRIS integrations are a must. Your vendor should help you avoid common pitfalls and optimize data workflows, recommend optimal configurations and provide access to systems integration experts when needed.

**Talent analytics consulting** can provide your stakeholders with actionable reporting to help you drive advocacy for the ATS you want. While most ATSs offer some standard and customizable reports, if there is more you want from your data, you may find value in some guidance and development of structured reporting dashboards. Be sure to ask your vendors if they can provide this service, as it is not a standard offering from all ATS vendors.

**Make the confident choice**

To have the confidence to move forward with your new services-oriented ATS vendor, you should know:

- What’s included and what will be an additional expense
- Who will be on your success team and extended team at their organization
• Timelines, roles and responsibilities across your team, the vendor team and any third-party service provider/systems integrators

• What services and resources are available and at what stage/cadence during the lifetime of your relationship with your ATS provider

• How you and your provider will measure success across any/all services engagements

• Who, among their customers can be specifically referenced regarding their professional service engagements

• What not to do based on input from the ATS vendor

Final thoughts

You can and should expect more from your ATS vendor. Don’t hesitate to ask what more they can offer to make you feel comfortable taking on yet another software solution. We understand that change at companies like yours is challenging, but you can feel confident in your decision to employ a new ATS if you know they’re offering more than software. Seek out the companies who are also offering the services you need to succeed.

Questions?
Reach out to us at 1 888 551 2614.