Build the Ideal Tech Stack for Recruiting

The Modern Recruiting Tech Stack Checklist

Recruiting teams often accrue a hodge-podge of technology tools over time. On occasion, the collection works well together and adds value. But it is far more common for the disparate tools to create more inefficiencies than they resolve.

This checklist will help you ensure that your tech stack is in top shape to meet today's recruiting challenges.

1. **Review your hiring goals** from the last 3 years and what percentage of them were met. Identify trends in the types of goals that are consistently met or missed. Keep a running set of notes about the perceived reasons for any missed goals. This insight will illuminate the aspects of your workflow that could benefit from new technology solutions.

2. **Outline your recruiting strategy and hiring goals** for the foreseeable future. Do you anticipate a greater emphasis on passive candidates? Will you be recruiting for highly specialized roles? Is diversity a priority? Where in the talent funnel are your diversity goals falling short? Will roles be remote, in-office or a hybrid? Consider the effects these forces have on your team and where tech can add the most value.

3. **Audit all of your existing tools** to determine how well they are performing for you. Are some collecting dust or consistently falling short of expectations? Are others redundant in their capabilities? Of the tools that add value, are you using the latest version, and have you activated all the modules included in your license? Are there hidden costs you missed at the time of purchase?

4. **Consider the dynamics of your own team** and identify the real pain points. While you might think interview scheduling is the biggest hassle, your team may reveal that executing Boolean searches on multiple platforms is having the biggest impact on morale. This information will help to identify the areas where carefully chosen technologies can complement your team's strengths and augment their weaknesses.

5. **Do the math.** Some basic calculations will help you assess how your conversion rate at each state of the talent pipeline compares to industry averages and how tech automation can add significant efficiencies. Consider metrics like the average number of hours invested to fill one role, the volume of outreaches made by each recruiter each day, your email open rate, the number of interested candidates within the first week of the cycle, and the total time to hire.

6. **Give AI, machine learning, and automation a chance.** Determine whether your head-count is growing or shrinking and how the careful application of a tech platform can essentially function as though it is part of your team. For example, many teams choose to automate candidate matching and outreach so their recruiters can focus on talking on the phone and closing top candidates.

7. **Stay true to your brand.** When adding automation to the recruiting and HR functions, it is important to audit every touchpoint to ensure your candidates are having a positive experience with your brand. For example, for email campaigns, rate the logic of the timing, the authenticity of the content, the ways to engage with the sender, and if the messages are clearly impersonal mass emails. Find tools that help your recruiters build a good rapport with candidates.

8. **Look beyond keywords.** Rather than searching for individuals with, for instance, "Account Executive" on their resumes, use attribute-based sourcing to find account executives with a background in B2B sales who have experienced rapid career growth in a startup environment and survived the progression from Series A to Series D funding while achieving President's Club status every year.

9. **Ensure new tools fit into your tech ecosystem.** Once you identify the portions of your workflow that can benefit from new technology, earmark the technologies that meet the need and then verify they integrate with the rest of your tech stack. When deciding which of the shortlisted products to deploy, look for those that address more than one of your pain points.

10. **Investigate implementation, onboarding, and ease of use.** Before making an investment, ensure you meet with the customer service or implementation team and find out how easy the tool will be for your team to adopt. If you're struggling to choose between 2-3 vendors, go for the one that's easiest to use and that has the best CS team. Arrange for a trial or demo that all members of your team can experience before you purchase. Debrief with the team to ensure they had a positive experience and would adopt the product.