

The No-Nonsense Guide

Getting The Most Out of Your Recruitment Software



Now you've reviewed and implemented recruitment software, you would hope that things look after themselves. Users have been trained, data has been migrated and processes should've already improved so what more is there to tackle?

Getting the most out of your recruitment software is an ongoing process and you must continue to monitor both its performance and your users to ensure it's benefiting the business. This can be achieved using a combination of continual testing, training and user management, all of which are covered in this no-nonsense guide.

Fail To Plan, Plan To Fail

Without a robust plan in place for future use of the software, the initial benefits and its overall use will soon decline. It's important to set out from the start and remind your users why and how the software should be used. Your plan should include ongoing training, regular staff meetings and internal audits of the software so you can improve user knowledge, gather feedback and implement change where needed.

This may assist you in preventing:

- Knowledge of the software being diluted over time
- New members of staff being unaware of the software's full capability
- A resistance to ongoing change
- Staff deciding how they want to use the software
- Not understanding the software and its full potential

These issues can often lead to businesses assuming that the software is no longer fit for purpose which ultimately leads them to reviewing alternative options.



The Decision Makers

As we've mentioned in previous guides, having a team or individual in place to make decisions and implement change is key.

Ideally, they would have:

- A thorough understanding of the business' structure, processes, data and software
- Been involved in the reviewing and implementation process
- A strong influence internally and a pro-change attitude
- Good communication and social skills
- An understanding of users' capabilities and job roles
- Respect from their peers
- The power to implement change

This will enable them to identify issues, gather feedback from individual users and make informed decisions about what training is required or what processes need changing.

Content

It's always a good idea to keep up to date with your supplier's news and general content as it can provide you with exclusive tips and information to help you get the most out of your software.

Many suppliers offer a variety of channels you can subscribe to which make it super easy to stay up to date:

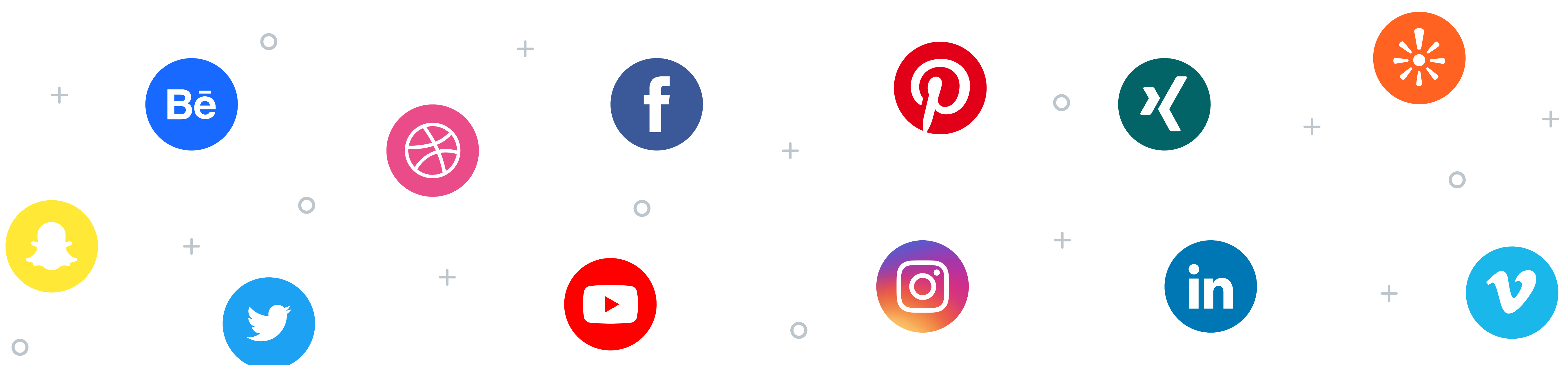
Newsletters

Usually sent via email to key contacts within your business on a regular basis and may contain information on:

- New functionality and changes to the software
- Important dates (i.e. releases or closures)
- Additional products and innovations
- Latest offers or promotions
- Latest blog posts or informative content
- New hires, working hours expansion
- Fundraising events, donations or charitable work

Social Media

Some of the most easily accessible content you can find is on social media. Be sure to follow/subscribe to your supplier's channels as they should be the go-to place for important news and useful information.



When you read your supplier's content, remember to engage with it to show them you are listening. Why not comment and let them know how the post helped you or answer the question they've asked? Liking or sharing a social media post costs you nothing but can help suppliers understanding what content people enjoy the most so they can create more of it!

Websites

Many suppliers' websites are regularly kept up to date with the latest news and updates about their products. This can often be found on their blog or news page where they showcase new features or integrations through screenshots or videos.

Webinars

Some suppliers offer free online webinars which guide you through the very latest they have to offer. These can be useful to see someone interacting with the software and for you to ask questions.



Software Updates

Some of the more innovative suppliers will continually develop and improve their software. These improvements are generally made available via a simple software update and may include:

- Fixes and Improvements to existing functionality
- Additional features and workflows
- Changes to the user interface and layout
- Updates to privacy and security settings

Technology now moves at an extreme rate, so it is vital you keep your software up to date. This will ensure you understand how the software is evolving as well as keep you as productive, efficient and secure as possible.



The Test Database

Some businesses may choose to have a test database that sits alongside their live one. It is often a replica of their live database, however, may be restricted when it comes to sending information such as emails or text messages.

These can be used for testing any updates your supplier may offer prior to rolling them out across the business. As well as updates, it can also help trial new ways of working and generally acts as a platform that can be manipulated without it affecting the live database.

Having a test database can also be used for training new and existing staff, allowing them to “practice” on the software and understand it fully, prior to doing it live.

Ongoing Training

Knowing how your software works is not only vital to the reviewing process but also the day to day running of your business. Often recruitment software can be misunderstood in terms of its functionality, leading businesses to assume it does not do what they need it to. This can be avoided by providing regular training, whether it is via online content such as videos or delivered live by an internal or external trainer.

Continuing to understand what your software has to offer will help you make key decisions such as changes to processes and strategies. It will help ensure your users are utilising your software to the best of its ability, helping you get the most out of it.

Prior to delivering any training, you will need to determine what functionality certain users may need to be trained on. Your trainer (whether internal or external) should first identify what users know and where the knowledge gaps sit. They will then be able to offer or create a training course which may include the following:

- A guide giving an overview of what is included in the course
- Detailed training materials such as manuals or videos
- A clear learning outcome
- Accompanying materials and activities such as ice breakers, quizzes or games



You would ideally have different training courses designed for different areas or users within your business. For example, a new starter with no experience would likely need a more detailed training course than a Senior Consultant who is already familiar with the software.



The Internal Trainer

Some larger businesses may wish to appoint an internal trainer to cut down on the cost of having all users trained by the supplier. This would ideally be your decision-maker or a member of the decision-making team and be able to determine how the software can be used. They may be required to be trained by your supplier and have the ability to create courses and content specifically for your business. This doesn't have to be a full-time role, however, you may want to consider a member of staff that has a qualification or at the very least, an interest in L&D and training.

Having an internal trainer can enable you to:

- Create your own training courses, content and material
- React to users' questions and requirements quickly
- Enforce the use of the system and best practice
- Save time and cost associated with outsourced training
- Communicate your needs clearly with your supplier



Managing Resistance

One of the biggest issues companies face with users is their resistance to change. Many will be stuck in the “that’s how we’ve always done it” mentality and often refuse to adopt new ways of doing things. In most cases, users fear what change will bring, how much they may need to learn and sharing their knowledge with others. The side effects of this resistance can result in the deterioration of data quality, inconsistencies in data and the software usage and discrepancies in KPIs and reports.

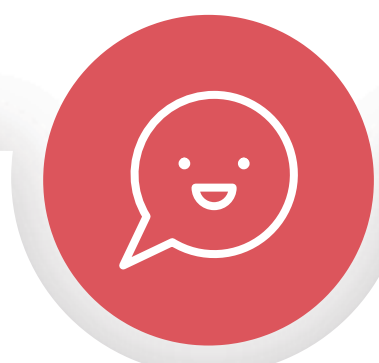
There are a few ways you can reduce this resistance, many of which will be the result of some previous steps, including:



Highlighting the benefits
of the change



Having staff trained
regularly to the same level



Encouraging usage of
the software



Recognising and rewarding those
that use the software well



Making users aware that their
usage will be monitored and may
be part of their appraisals



You should also ensure that all users have access to the correct hardware as this can often be a barrier to software adoption



Feedback

Regularly gathering feedback from your users is vital for getting the most out of your recruitment software. It will help you understand how people use it as well as what they like and dislike about it. Be prepared to listen to both positive and negative feedback and encourage users to be open and honest about it.

There are many platforms you can use to gather feedback:

- Suggestions box
- Dedicated email address
- Internal Intranet page/platform
- 121, group or even company-wide meetings

Communicating this feedback with your supplier will help them understand how your business is using the software and how they may further enhance it for their customers.

Development

Any enhancements you suggest may be developed by your supplier and released in an update for all its customers. However, some of your suggestions may be niche to your business and not be suitable for everyone meaning bespoke development may be on the cards. The latter will generally result in the software supplier advising that you consider having it developed specifically for you. For example, you may want a new piece of functionality added to a form

or perhaps a bespoke report created to save time manually creating and updating reports outside of your system.

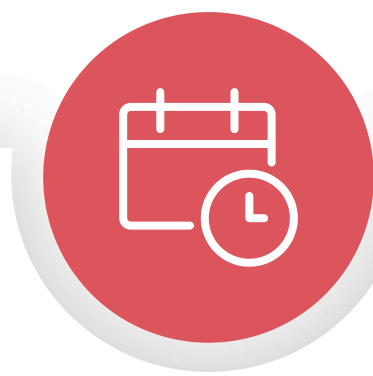
There are a few things you may want to consider prior to having bespoke work done:



How much is it likely to cost to have developed?



How much time will this save the business short-long term?



When do we need it by?



What impact will it have on the business if we do not have it developed?



Is it future proof or likely to need additional work in the future?

Your supplier should be able to work with you to define your requirements, provide you with costs, offer solutions in the form of a specification, as well as give you timescales for delivery.



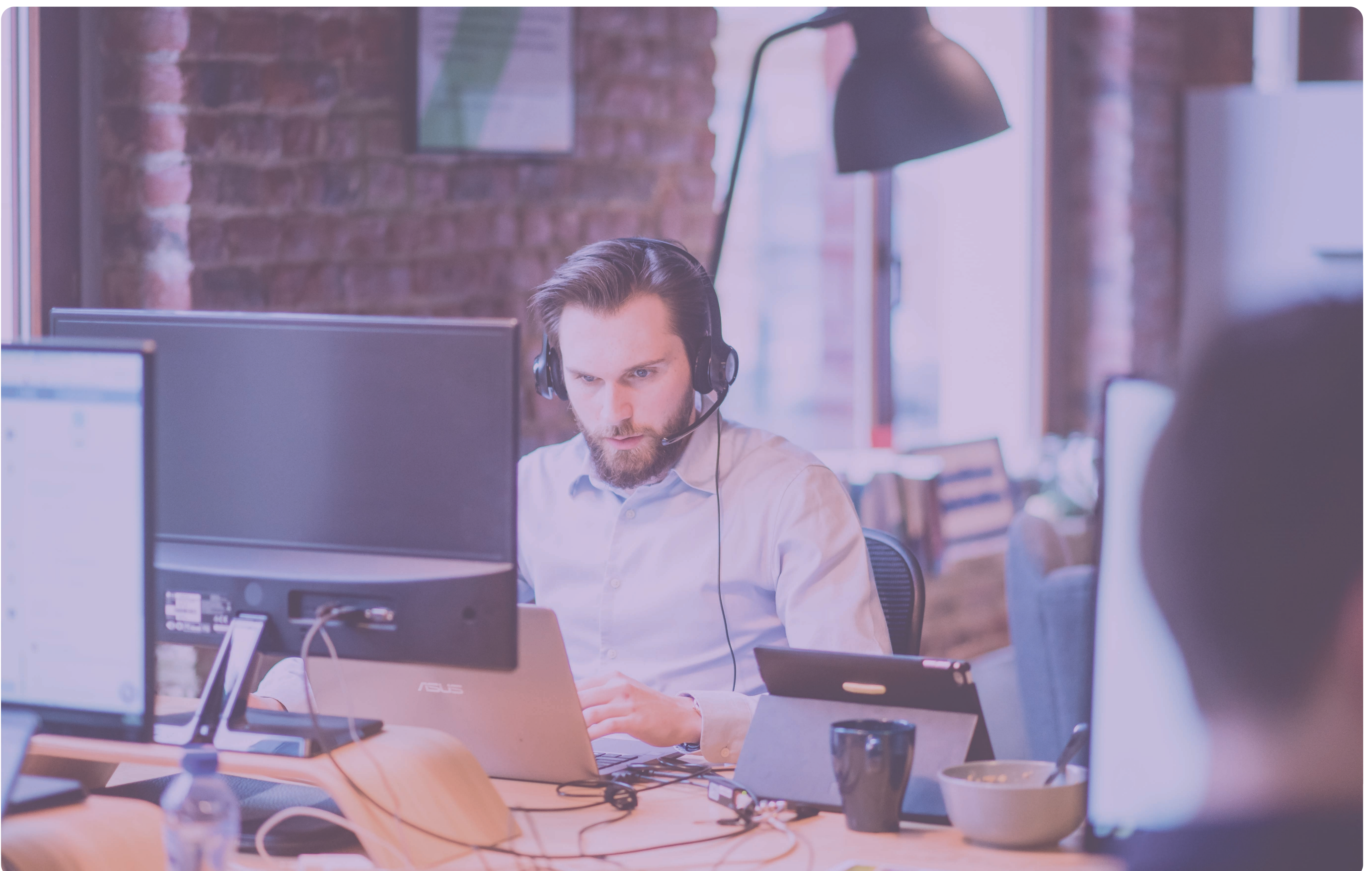
IT Infrastructure

As also mentioned in previous steps and guides, your IT infrastructure is key to the software performance. Whether you have decided to have the software installed in the cloud, on a server, or a hybrid of the two, your hardware must be able to support your business. Reliable internet and hardware are the most obvious things to ensure are up to scratch, particularly if you have grown the business over the years and have rarely reviewed it.

Other things to consider are:

- User's screen size and resolution
- Processing power of their current PC or Laptop
- Other software that integrates with the software such as Word or Outlook
- Your phone system and how that could be improved with the use of the software (i.e. VoIP or TAPI)

We all know how frustrating it can be when technology is running slow so bear in mind the impact this could have on your workforce and their productivity.



Glossary

Knowledge Gap – The difference between what an employee knows and what they need to know.

L&D – Learning and development (L&D) is a field of work that focuses on providing and managing job-related training to employees and individuals.

Learning Outcome – Statements that describe the knowledge or skills someone should acquire by the end of a training session and how it could be useful to them.

Author

Paul Sangster

Editor

Katy Stephenson

itris[®]