

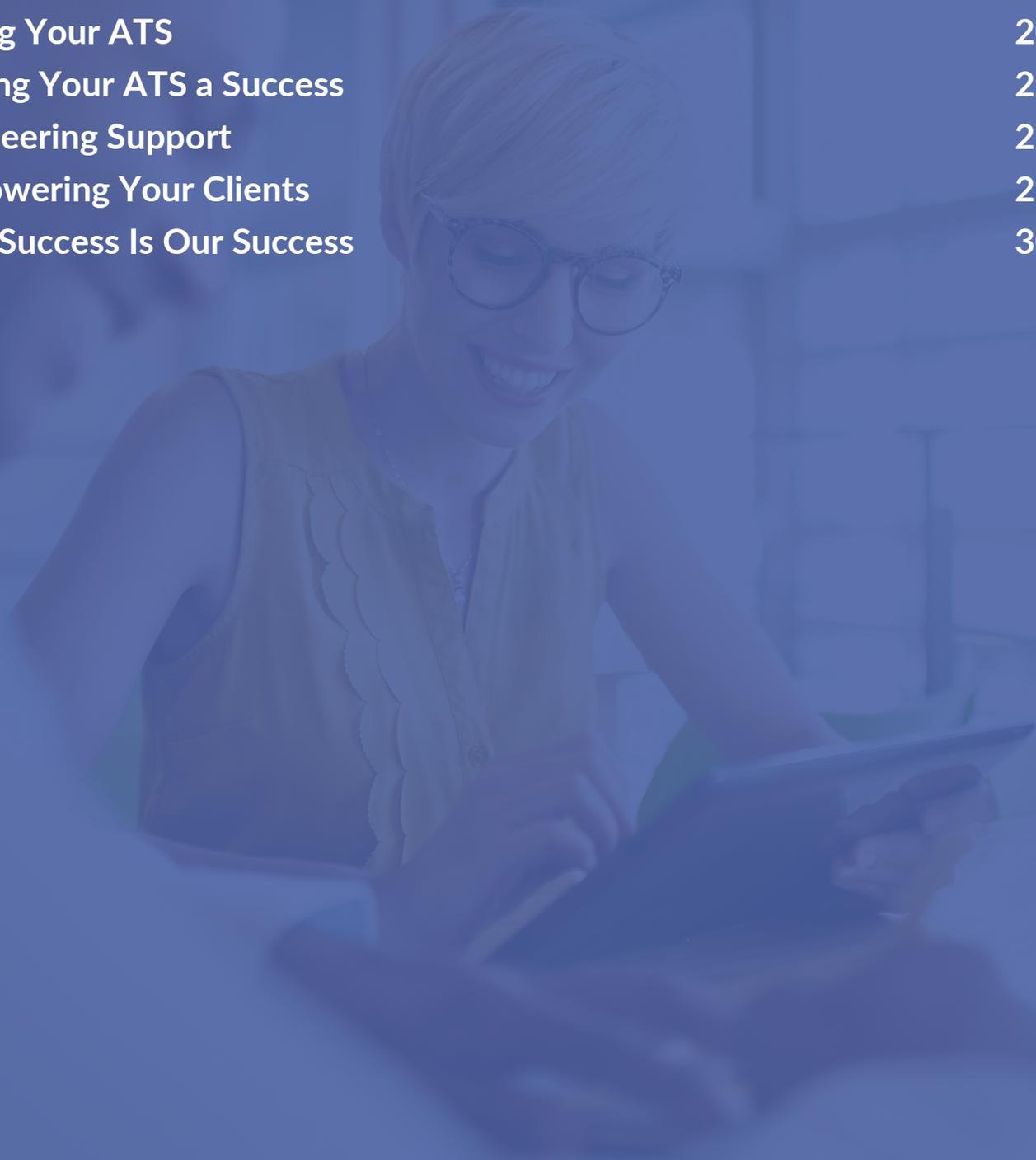


PrismHR Hiring Partner Playbook

For HR Outsourcing (HRO) Services

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Leverage Recruiting Software To Grow Your Business

Your Success is Our Success

As your partners, we're here to help you sell and onboard clients to your ATS. We'd like to impart the tools, expertise, and strategies we've gained from our years of experience working with employers hiring candidates.

We've created the PrismHR Partner Playbook to share our recommendations on how to effectively communicate how valuable your ATS is for helping clients solve their biggest pain point: hiring outstanding talent to clients. We'll also provide you with the tools to ensure your clients have a great onboarding and user experience.

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

The HR Tech Market is Growing

In 2022, 12.1 million employers in the U.S. [spent over \\$5 trillion](#) on HR tech. [C-Suite executives and HR leaders](#) say HR tech enables them to be more flexible and responsive to the constantly shifting world of work. The top spending priority when it comes to HR tech is recruiting solutions.

Recruiting remains challenging for small and medium-sized businesses (SMBs) in 2023. With our partnership, there is an enormous opportunity for you to:

- Add top-line revenue.
- Add new clients.
- Extend your team.
- Expand your market share.
- Retain your clients.
- Gain a competitive advantage

Recruiting Tech is an Opportunity for HR Outsourcing (HRO) Services

[15.3% of small and medium-sized businesses \(SMBs\)](#) in the United States partner with a HRO for their HR activities, which means there's still plenty of opportunity—85% of SMBs—for HRO services to expand their market share and grow their businesses. Recruiting is a top challenge among SMBs and having proprietary recruiting solutions is a great way to gain new clients.

Monetize Your Applicant Tracking System

A top-line revenue partnership is one of the quickest and most efficient ways to expand your offering and bring in additional revenue.

Monetization is 4x more efficient than acquisition and 2x more efficient than retention in driving business growth.

HRO services who leverage the applicant tracking system (ATS) already available to their clients typically capture a 15% to 35% profit margin.

Limit Your Risk

Having a hand in hiring helps limit your risk. When your clients hire through PrismHR Hiring, you're provided with visibility into the recruiting process that can help you stay in tune with their business. For example, suppose a client is hiring a worker for whom they don't have sufficient worker's compensation coverage. In that case, hiring alerts allow you to quickly address the situation, mitigating risks, and helping you run your business more efficiently.

This Guide Will:

- Outline suggestions for how to position and market your ATS.
- Share the strategies and tactics our sales team uses to convert clients to happy ATS users.
- Discuss how to onboard and retain clients successfully.
- Demonstrate the value of seamless integration and customizations.
- Provide tools and messaging for empowering 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.

Tip: NAPEO has developed a robust library of materials to help members in their marketing and sales efforts. [Check it out](#) >

The ATS Landscape

Your clients have many options when it comes to hiring, including the old-fashioned paper method. Whether they've used an ATS before or even have misconceptions about what they do, your recruiting software uniquely benefits them.

Before we share how we position PrismHR Hiring over other applicant tracking systems (or stacks of resumes), we'd like to share some messaging for marketing and selling your clients on the power of recruiting software. Feel free to use this data in your marketing, sales, or retention initiatives—nurture and nudge your clients to ATS adoption.

Statistics to Highlight

- 75% of recruiters and hiring professionals and 98.5% of Fortune 500 companies use [applicant tracking systems](#).
- [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.
- [86% of ATS users](#) say ATS usage has helped them hire faster, and 78% say it's improved the quality of their hires.
- [68% of recruiting professionals](#) say that investing in new recruiting technology is the best way to improve recruiting performance over the next five years.

Save 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.

Increase Applicant Traffic

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

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

Resource: Share the [Guide to Increasing Applicant Traffic](#) with your clients.

Provide a Better Candidate Experience

[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 ensures your hiring process is the hiring process today's job seekers want, from the QR codes and SMS communication that appeal to mobile job seekers to automated communication that ensures all job candidates get professional, timely communications (whether it's good news or not).

Strengthen Employer Brand

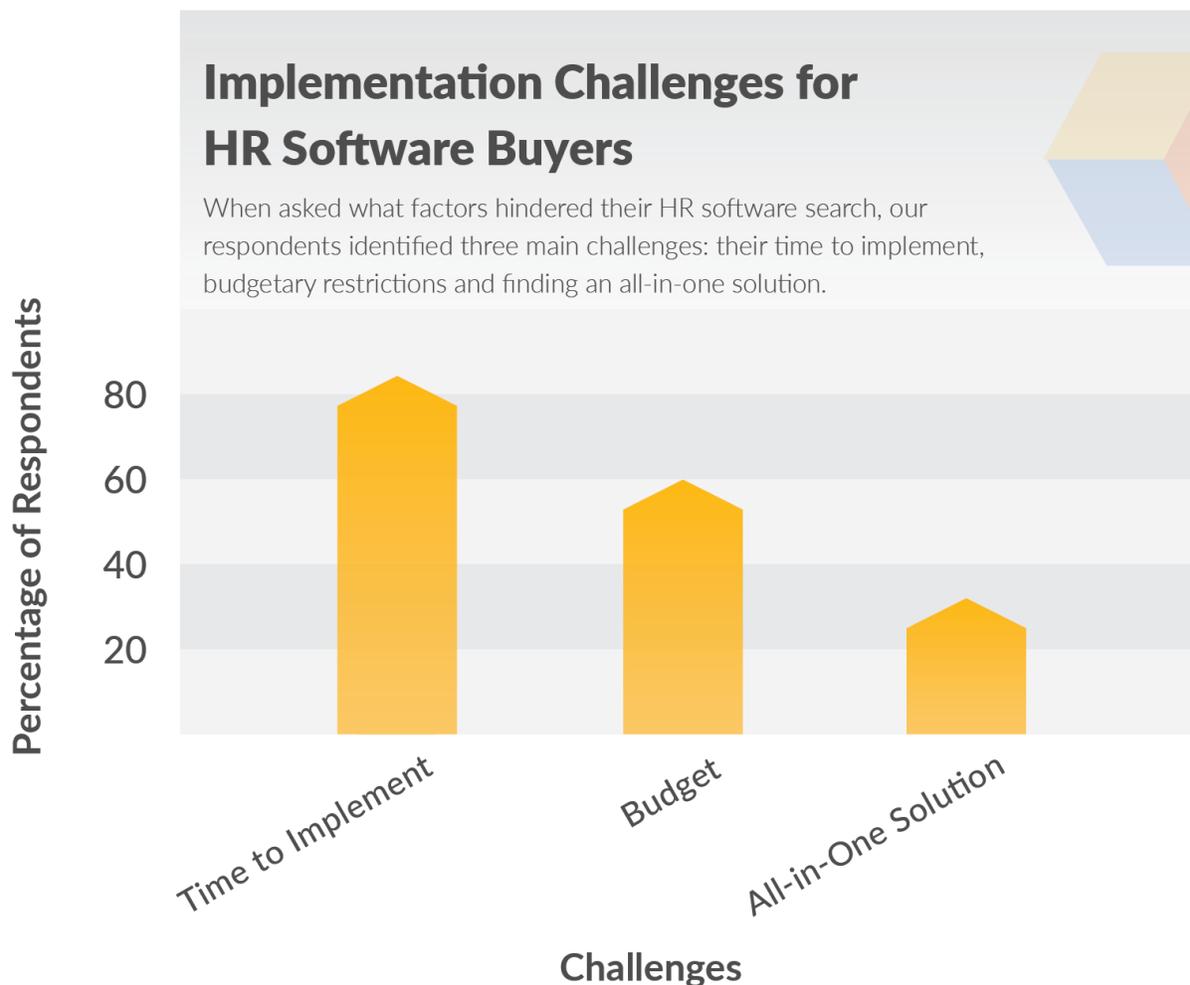
A good employer brand can reduce turnover by 28%, and 75% of active job seekers are likely to apply for a job with a strong employer brand. If candidates have a bad recruiting experience—overwrought applications, miscommunication, or communication lags—they develop negative connotations with the brand. 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.

Product 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 the ATS provides your clients.

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

You should know and promote that your ATS can eliminate every barrier that hinders an HR software buyer:



Source: SelectHub

- **Time to Implement:** PrismHR Hiring is seamlessly integrated with the PrismHR suite. That means it's as simple as your clients turning it on and getting started. Your clients 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 pricing model makes 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. The ATS provides an additional solution to your service, easily integrates with the software they already trust, and allows for seamless applicant data transfer for hired employees.

We recommend touting your ATS as:

- **Easy-to-use, intuitive, and seamless:** Provide candidates and hiring managers with a great user experience.
- **Full of solutions:** Offers advanced features clients will love and third-party integrations for pre-hire assessments, video interviewing, and background checks.
- **Fast to implement:** The choice of guided setups or convenient, self-serve, instant access mean clients don't have to worry about long implementation times (additionally, HRO services have the option to offer and monetize their own implementations).
- **Personalized and branded:** End-users experience your brand and customized workflows. Longtime clients who already trust you don't have to be sold on a new integration because it's your proprietary hiring software.
- **Budget-friendly:** Clients reduce their tech spending by using the affordable ATS subscription you offer.
- **Seamlessly integrated:** Your ATS is integrated into PrismHR, so your clients don't have to jump in and out of disparate system.
- **Cutting-edge:** We continuously update your ATS with product enhancements that reflect the always-changing recruiting world.

- **Fully hosted, compliant, and secure:** Your clients don't have to worry about compliance or security—we take care of that for them.

Platform Features and Functionality

Applicant Tracking Features

- Activity Feed
- Advanced User Roles & Permissions
- AI-generated Job Descriptions
- Applicant Tagging & Filtering
- Branded Careers Page
- Calendaring & Candidate Self-Scheduling
- Custom Job & Applicant Fields
- Form Builder™ Custom Application Forms
- Job Boards Distribution
- Messaging Templates
- Onboarding Documents & Offer Letters
- QR Code to Apply
- Referral Program
- Reporting & Analytics
- Resume Import & Parsing
- Scorecards & Star Ratings
- SMS & Texting
- Staffing and Multi-site Versions
- Unlimited Users
- Video Conferencing
- Workflow & Process Configuration

Integrations

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

Product

- Customer Support via chat, phone, or email
- Developer-friendly API & Webhooks
- Disclosure Statements
- EOE & OFCCP Data Collection
- Global Compliance, GDPR, & Privacy Regulations
- Security & Reliability
- Single Sign-On (SSO) to PrismHR

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.

PrismHR Hiring 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
- Canvass video interviews
- SkillSurvey reference checks
- Criteria Corp pre-hire assessments

- 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 solve all of your end user's recruiting challenges.

Strategy & Goals

Any successful marketing plan starts with a clear strategic direction and goals. How you build your plan will depend on where you're at with your clients—you'll want to create a plan that works for your unique business.

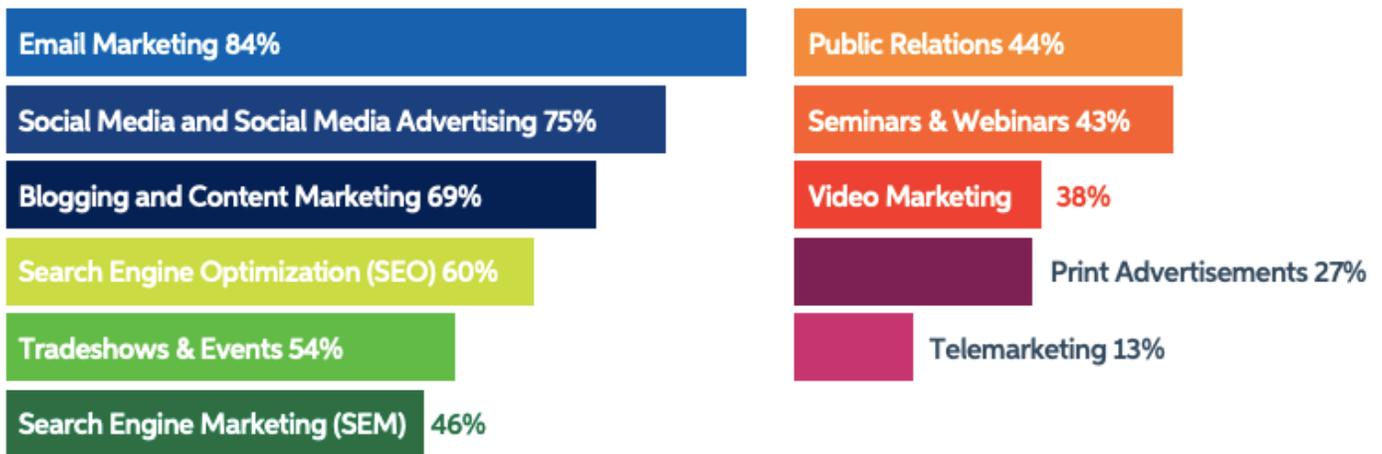
The marketing experts at HubSpot recommend taking these seven steps to build a comprehensive marketing strategy:

1. [Build a marketing plan.](#)
2. [Create buyer personas.](#)
3. [Identify goals.](#)
4. [Select the appropriate tools.](#)
5. [Review your media.](#)
6. [Audit and plan media campaigns.](#)
7. [Execute Your strategy.](#)

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 defined as 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@hiringhappiness.com to request marketing support.



Source: Smart Insights

Create Content

ATS-specific content is crucial to convince your clients 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 sales collateral address specific pain points and highlight product benefits. These pieces of content should be readily accessible to your sales team. 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 clients succeed with their ATS—[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 integrated 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 clients 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 clients.

Blogs

Your blog is a great place to create longer content that answers questions about what an ATS can do for your clients. Here are some of our favorite blogs which can demonstrate the power of an ATS for your clients:

- [For 2023, HR Tech Can Turn Recruiting and Retention Into a 'Labor' of Love](#)
- [Hiring Today: The Candidate Experience Matters](#)

- [6 Tips to Help Your Clients Get the Most Out of Their Applicant Tracking System](#)

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 and hiring challenges and employee churn are huge customer pain points—creating solution-oriented content for these problems is well worth the effort. 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 clients.

Email Newsletters

The recruiting industry is shifting and changing continually, as is our product. We keep end-users updated on the state of hiring and our products with a monthly newsletter sent on behalf of PrismHR Hiring. If you have a newsletter, occasionally including recruiting content that reminds customers of your ATS isn't a bad idea.

Webinars

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

Videos

There's a powerful case for [upping your video marketing](#) in 2023—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 clients would rather learn about a product via video

than any other medium. We encourage you to teach your clients about ATS use via video.

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 highlights the value-add for potential clients who land on your site and drives additional organic traffic. Optimizing your content with strong messaging and pertinent keywords can help your clients 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 content (such as a blog) is one of the most effective ways to grow your customer base.

Paid Advertising

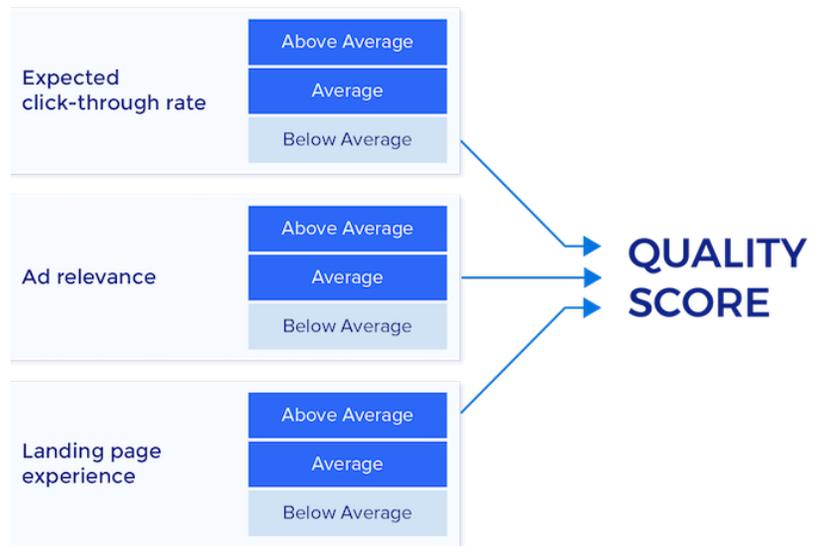
Google Ads, Microsoft Ads, LinkedIn Advertising, and many more digital advertising platforms allow you to reach potential clients at every buyer journey stage. With advanced targeting capabilities, you can tailor your ads with the right messaging, deliver them at the right time and place, and optimize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

Applicant tracking software is a saturated market, and it can take a lot of work 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.

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 clients 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 clients, this will remind them they have an ATS at their disposal and move them towards giving it a try.



[Instapage](#)

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 clients to the ATS. HubSpot has an excellent longform article about how to set up your [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 about building channel partner programs, Salesforce has some tips on 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!

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, increase their number of jobs, and add additional integration. Since these clients are already in the PrismHR Hiring system, we can do a lot of the heavy lifting for you, communicating product updates, highlighting benefits, and keeping your clients excited for future updates and releases.

Reviews and Surveys

93% of clients [read online reviews](#) before making a purchase, so ensure that your clients find the reviews that will help convince them they need your solution. You can encourage your existing clients 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 clients to leave you meaningful online reviews!

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

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

Selling Your ATS

As with your marketing efforts, the expert team behind PrismHR Hiring is here to support your sales efforts with demo support and sales collateral.

Additionally, in this section, we'll provide tips for:

- Reaching out to potential clients.
- Streamlining your demo process.
- Learning your competition.
- Incentivizing your sales team.

Sales Support

Demo Support

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

1. We can train your sales team to give your own demos using the same tactics that have proven successful for our team.
2. We can host a webinar demo for you to share with prospects. While these demos are prerecorded, many of our clients 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."
3. A PrismHR Hiring salesperson can operate as your ATS specialist, using their expertise to guide your users through live demos of the ATS.

Sales Messaging

When conducting any conversations while selling the ATS, our sales team recommends doing the following:

- **Focus on ease of use:** The intuitive, feature-rich ATS will make hiring easier for employers and potential employees.
- **Focus on relationships:** Find the specific challenges of the people you're selling your ATS to, and tailor your message appropriately.
- **Brand story:** You're selling a PrismHR Hiring product, but you're still selling your brand. How do our features and positioning complement your brand's story?
- **Product benefits and features:** Early in the sales conversation, figure out what benefits and features will most empower the clients you're dealing with and 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

Your clients have options, including from within the Marketplace. There's value in knowing about them: JazzHR, Breezy, Greenhouse, and Lever are among some of the top competitors. Here are the main competitive advantages of our proprietary ATS solution:

- **Integration with PrismHR:** Hiring seamlessly integrates with your PrismHR product suite, making applicant data transfer easy and accurate.

- **Advanced features:** The software 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 clients work faster and smarter.
- **Fast implementation:** We offer fast implementation times—clients can use the ATS almost immediately.
- **Adaptability:** Your clients can keep the hiring process simple or utilize our full functionality.
- **Form Builder™:** Customized application form and automated applicant tagging for quick filtering allow clients to spend time and resources on the most qualified candidates
- **Communication tools:** Options include a robust messaging template library and SMS capabilities.
- **Partner 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:** End-client support is available at all plan levels.

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 clients, a 5% increase in customer retention can [increase company revenue](#) by 25-95%. PrismHR Hiring is committed to ensuring your clients have the sort of ATS experience that will keep them subscribing—your success is our success, after all.

Keys to ATS Success

Pricing

Your pricing model is determined with your CSM upon sign-up. Regardless of how you bill your clients, you can expect to earn a 15% to 35% profit margin by providing ATS to your clients.

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, platform training, as well as sales and marketing resources for the life of your partnership.

Customer Support

Our Customer Success Team is available via chat or support portal if you're using our Tier 1 support for any immediate troubleshooting, support, or questions. Otherwise, our Knowledge Base and end-client

support is also available.

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 PrismHR Hiring is available upon request.

End-User Training

You can train your clients, but why not let the PrismHR Hiring experts do what we do best? Your clients have multiple options, 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 platform's many features.

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.

Knowledge Center

The PrismHR Hiring 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. PrismHR Hiring is integrated with the PrismHR product suite, making sign-in and data transfer as seamless as possible. Occasionally an HRO may require engineering support to optimize your workflows further.

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. 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

PrismHR Hiring can be customized to fit your needs. However, here are some of the more common integrations you may be interested in knowing about..

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.

SSO from PrismHR to Hiring is already enabled for cleaner, faster workflows for end-users and to deliver a higher quality end-user experience. You can check out our SSO support article [here](#).

Onboarding Tools

Look no further than a Marked as Hired integration for the most seamless transfer of data from the Hiring to PrismHR. An applicant in the ATS can be Marked as Hired by two methods:

- 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.

You can check out our Marked as Hired support article [here](#).

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 enable an external system to “subscribe” to events within the ATS system and send 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.

To empower your clients, we recommend familiarizing yourself with the challenges your end-users will face and providing 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. Here are some actionable steps your clients 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 excludes valuable candidates! The PrismHR Hiring team created the [Guide to Increasing Your Applicant Traffic](#) workbook to help PrismHR Hiring 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 an ATS can't magically do for clients. There are hundreds of job boards out there, and depending on the role you're posting, some may be more relevant than others. 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 competitive. Posting to a job board doesn't guarantee applicants. Instill this in your clients and ensure 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. Ensuring your job posting isn't flagged is also crucial and discussed in this [PrismHR Hiring knowledge base article](#).
- **Utilize social media:** Companies need to know that advertising job postings where their clients 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 PrismHR Hiring ATS makes it easy for all your clients to set up [referral programs](#) that can help drive applicant traffic.

Applicant Screening

Your clients 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 filter out candidates that fit.

- **Form Builder™:** Customize your job application to leverage tags and filters to automatically exclude 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 to get to top candidates faster. The [applicant status workflows](#) feature will help new ATS users determine what works best for their business.
- **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

Once Again: Your Success is Our Success

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

Questions or requests?

Contact accountmgmt@hiringhappiness.com