



# Streamlining the Hiring Process

The Role of Applicant Tracking  
Systems in India



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# | Cover Story

## Streamlining the Hiring Process: The Role of Applicant Tracking Systems in India

ATS software streamlines the hiring process for recruiters. It is one of the most sought-after tools and is known as a talent management system. ATS simplifies interview scheduling, sending automated emails to candidates and issuing notifications. It can run a preliminary analysis of job seekers and identify the preferred ones. This is done by scoring CVs based on pre-determined keywords for job titles and work experience.

The market size of applicant tracking systems was estimated to reach \$2.3 billion and is expected to reach \$3.2 billion in the next 5 years, growing at 6.7% CAGR. It is primarily an efficient solution for the mass hiring of blue-collar workers. This is simply due to its ability to 'wade through' a myriad of applications. No wonder more than 98.8% of Fortune 500 companies trust cloud-based ATS systems.

### All-Inclusive ATS: How Does it Work?

The best one is designed to help HR professionals experience a smarter way of recruitment with end-to-end automation and AI-based technology. You can manage multiple vendors with one point of view, improve candidate engagement and tailor the hiring stages.

Besides speeding up the recruitment cycle, there can several other functions it can perform:

- Generate applicant reports for candidate valuation.
- Reach out to passive candidates as a part of talent acquisition.
- Hire at scale through powerful digital platforms.
- Track key KPIs like the quality of hire and time to fill.
- Integrated onboarding and background verification.

The system can adapt to the unique needs and requirements of different companies. For instance, Zomato requires its delivery boys to have a driving licence, a 10th mark sheet, a bank account, and documents like a PAN card and an Aadhaar card. ATS can imitate a human mind and search for resumes that contain keywords like 'delivery boy' or 'secondary degree' and track down the most appropriate candidate.

An ATS is typically a cloud-based SaaS solution that can be accessed from anywhere. It can serve three types of establishments: enterprise-level companies, recruitment agencies and small or medium-sized businesses. Studies have found that 94% of hiring managers have said that having an ATS in place has positively impacted their hiring process.

### How Does an ATS Reduce Manual Work?

It can well-automate recruiting tasks and workflows to lower the cost-per-hire. This is highly beneficial for those brands that cannot afford an expensive screening. It has particularly enabled SMEs to carry out a convenient staffing process without compromising on quality while improving the talent pool of the brand.

Built-in algorithms can match the criteria that are outlined in job descriptions within a few seconds. Recruiters can now make faster data-driven decisions without hiccups. The best-in-class ATS can seamlessly integrate with Google/Outlook calendars, reducing tedious paperwork. This saves plenty of time so the HR professionals can focus on other vital tasks requiring human intervention.

An ATS can create enticing job ads. It has an excellent understanding of ways that can drive better results. This keeps candidates from bouncing off your page and increases the number of applications flowing in. The software can now help the HR professional review countless resumes easily in a few hours, which could have otherwise been hectic and taken days.

Employers can tap into the world of social recruiting via an ATS. Pick the one that comes equipped with social media integrations. You can post your vacancies directly on your favourite portals like Facebook and Instagram.

## Importance of a Tracking System in Hiring

Traditional methods of candidate tracking and recruiting are time-consuming. It is especially true if you are dealing with an expansive database. This is why an ATS has been conceptualised to meet hiring needs and keep employers from juggling too many tasks simultaneously. But finding the right software can be both overwhelming and mind-boggling. Here are the main functionalities to ensure it is the right fit for hiring frontline workers for your company.



### Candidate Sourcing

Reports say that 70% of respondents have agreed that sourcing automation can boost productivity. So, see if the ATS software can perform automated job postings on numerous portals with a single listing.



### Candidate Management

This includes automatic candidate information updating and storing current and former candidate details.



### Pre-Screening

The ATS must be able to reject unqualified candidates based on answers to certain questions. Keyword parsing of cover letters and interview scheduling are other functions.



### Background Check

A robust ATS can gather essential information and conduct an accurate verification of blue-collar workers. This safety measure is critical to confirm their identity against who they claim to be.

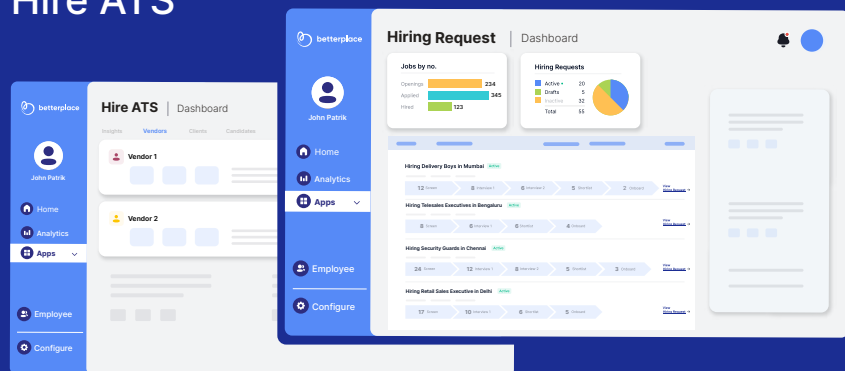
An ATS must be highly secured. For this, make sure you put a strong password. See if the system is running over HTTPS and is audited by security consultants. All of this will ensure that confidential information is only visible to the right people. This way you can protect the data of candidates and your organisation.





# Star Feature

## Hire ATS



BetterPlace Hire ATS is a digital solution that helps organizations to manage their hiring needs, at scale and speed. From managing multiple vendors, customizing hiring processes to engaging candidates through multiple channels and accessing hiring analytics, Hire ATS is the perfect solution to optimize frontline workforce hiring.

### Key features



Streamline your hiring process by managing multiple vendors



Customize hiring process for different openings



Multiple in-built channels for effective candidate engagement



Smart analytics for improved decision making



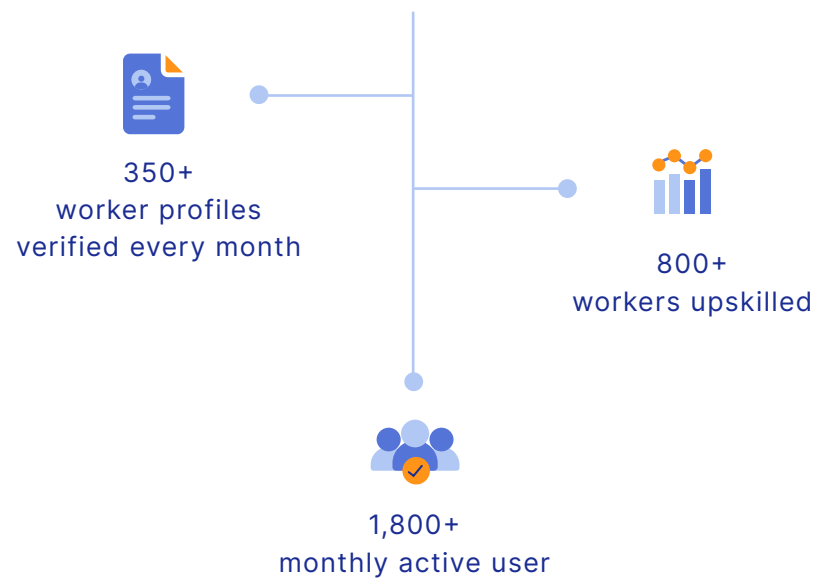
Easy integration to Onboard, Attend, Payroll, Upskill modules

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# Customer Success Story



Licious, a leading gourmet meat brand and the first D2C unicorn in India, is known for delivering high-quality, fresh and clean meat and meat products to the customers' doorsteps. The company works on a farm to fork model, with an entire cold- & back-end supply chain and operates across all major Tier I and Tier II cities. The Company needed quick and accurate background verification to be conducted for safe and efficient onboarding. Licious also needed help with tackling frontline workforce attrition & looked for a customized digital training solution that could improve engagement among its workforce across locations.



# BetterPlace Announcements

## Launch of BetterPlace Values

We celebrated the launch of our values across all our offices in India & SEA. Made by our people, and for our people, our six values lie at the core of everything we do and define who we are. While enabling professional success, these values also ensure that - as a global organisation - we live our mission to transform the frontline workforce ecosystem.



## Celebrating Women Driving Change

On the occasion of International Women's Day, we celebrated the fierce, unstoppable, and unapologetic women who are changing the world. We heard about the journey of some incredible women from across the world and how they are using innovation & technology to drive gender equality. And on this day, BetterPlace launched the WeCARE@BetterPlace program - co-created by our colleagues. The policy offers women choices and enables their partners, thus making them feel valued and intrinsic to the shared values of our organisation.







## Blogs



### Using ATS for Collaborative Hiring in India

Collaborative hiring is a team-based approach. It means current workers from other teams are included in screening and interviewing a candidate. Studies have found that 78% of recruiters using an ATS say that it has improved the quality of candidates they bring to their organisations. Another 86% reported that an ATS has helped them recruit faster. Wondering how does an ATS work?

[Read More](#)

### Internal Hiring: The Pros and Cons

Manual screening is typically tedious and time-consuming. Traditional screening processes need to be more competent since they are error-prone. This is why people-centric HR software is critical for blue-collar worker management. The best one could be a game-changing solution that can empower the Indian frontline workforce enabling growth and success for your business. This article gives you an insight into the best employee selection process.

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## Industry News

### Most Indian female blue collar employees confident about equal pay: Survey

A significant percentage of female blue collar employees in India are confident they receive equal pay, says a survey. The survey examined the state of men and women representation among the blue collar workforce in India and how blue collar organisations measure up in terms of diversity and work culture.

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### Economic revival spurs demand for blue-collar workers in India

Demand for blue-collar and grey-collar workers is on the rise in India as companies in sectors such as logistics, construction, ecommerce, retail, real estate, healthcare, business process outsourcing (BPO), finance and banking, and manufacturing are ramping up their workforce to cater to increased demand with the easing of the Covid-19 pandemic.

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# BetterPlace in news

## Recognition at World HRD Congress 2023

At the recently concluded World HRD Congress 2023 in Mumbai, BetterPlace was recognised with two awards - "HR Technology Service Provider of the Year" and "Most Innovative Training & Development Program". Such recognition fuels our drive to power our customers with innovation and delivers only the best.

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## Transforming the Frontline Workforce Ecosystem

### HRMS Platform

Future-ready  
enterprise platform to  
manage frontline workforce

### SELECT

Tech-enabled  
solutions for contractual  
& gig workforce

### BENEFITS

Insurance &  
Merchandise for  
frontline workforce

### rocket

Pre-verified &  
pre-skilled pool of  
frontline workforce