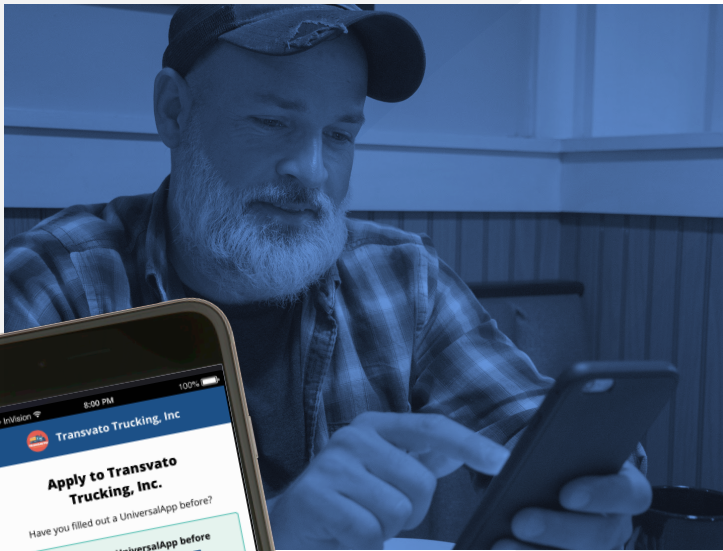# DriverReach

10 Questions to Evaluate Your Current (or Future) ATS Provider

AS A CDL DRIVER RECRUITER, THE BEST WAY TO GET AHEAD AND HAVE MORE SUCCESS IS THROUGH THE ADOPTION OF TECHNOLOGY – ESPECIALLY IN A POST-COVID ENVIRONMENT

It's no longer just a question of IF you need an Applicant Tracking System (ATS), but whether or not you have the right one. Companies without an ATS are quickly discovering the necessity of being able to remotely move applicants through the entire recruiting process. Those who have already been using an ATS are starting to explore new alternatives that previously weren't available.

In either case, the right solution makes it easier to attract new applicants into the recruiting process, track and manage these applicants throughout the qualification and onboarding lifecycle, as well as analyze conversion insights to see exactly where the process needs to improve. The right ATS becomes your **'system of record'** where so much critical data is stored, including electronic driver qualification files.

Now more than ever is the best time to take a hard look at how you're currently managing your process. As you evaluate a new ATS solution, ask these 10 questions to ensure you're getting the most bang for your buck – and the best solution for your driver applicants – in this new era of remote recruiting and onboarding.

1 **How does this system handle mobile-first driver engagement?** It's important to first consider the application process from your drivers' point of view. Today's CDL drivers rely on their smartphones, and an ideal, modern application experience should follow suit. Look for an ATS that was built from the ground up for a mobile-first experience (not one that touts only mobile-responsiveness). Make sure that the entire driver recruiting and application process is optimized for smartphones and makes it easy for drivers to complete applications and e-sign all company related forms completely via their mobile devices, with no downloads or printing required.

2 **What does the user interface (UI) look like for driver applicants?**
This is one part of the process where recruiters may have to put their own needs behind those of driver applicants. Think about your current website and/or your current application. How easy is it to find the 'Apply Now' button on a mobile device? As you're evaluating ATS providers, check the ability to add a simple 'Apply Now' button on your website, getting rid of cumbersome click-throughs or downloads for drivers. Delivering a clean, easy, and modern applicant UI is critical to ensuring an amazing applicant experience, and will lead to an increase in completed leads and applications.

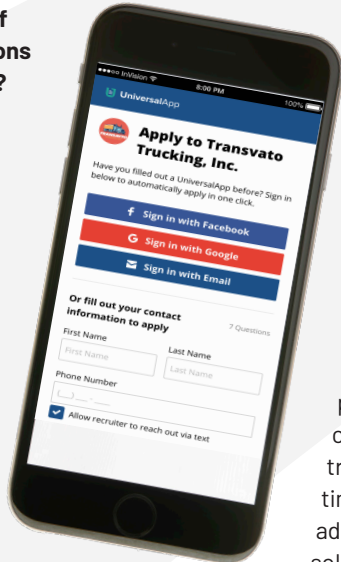**3** **What types of auto-fill options are available?**

CDL drivers are no different than other applicants across industries as they desire the application process to be easy and seamless. Asking a driver to fill out repetitive information or details – even down to his or her login information – can quickly turn drivers to your competition. Your ATS provider should not only auto-fill information for the applicant, but it should ensure that their information is always up-to-date and complete. Your solution provider should also automate the entire process for your recruiters so they aren't tasked with extra work – like manual data clean-up.

Another great modern feature is single-sign on functionality (SSO), which allows applicants to access their application details with a single login – eliminating wasted time and further optimizing the applicant experience. Another benefit of an SSO option is that a driver's Google or Facebook data is likely to be much more up-to-date than previous application data from years ago.

4 **Will this ATS help us attract and engage with more driver applicants?**

With the right ATS in place, you can attract and engage with more applicants and hire drivers much faster and more efficiently. A modern ATS makes it easy for drivers to find and complete your DOT application, driving a better candidate experience, resulting in more hired drivers. Focusing on the driver applicant experience throughout the application process shows that you truly care about how employees are treated, and how they spend their time. You're already spending advertising money. The right ATS solution will help you stretch that money much farther, leading to more hires with the same dollars you're already investing.

5 **How do we engage drivers beyond the application?**

The application process doesn't end once the driver is hired. In fact, it's just getting started! In an industry with so much turnover and competition, recruiters must be on the ball at all times to ensure drivers don't slip away. Your new ATS solution should be able to help you keep your drivers happy and engaged once they become employees by acting as a one-stop repository to manage and update your drivers' qualification files, keep them compliant, and manage their employment remotely.

A truly modern ATS will give you the ability to engage with drivers via bulk messaging, via email or text, whether you're trying to re-engage applicants
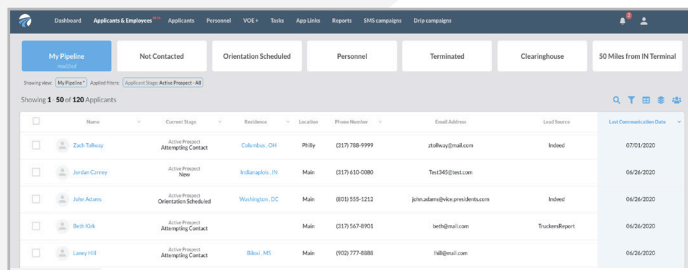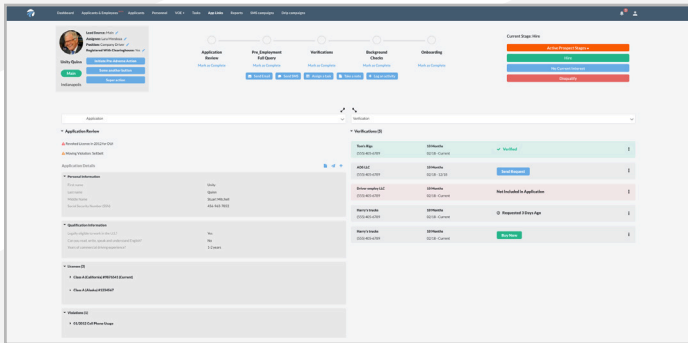
that didn't make it through your process or update current drivers on a new policy change at your company.

6 **How does this speed the previous employment verification process?**

As a CDL driver recruiter, your work never stops. Build a scalable, streamlined recruiting process by making it easier to manage the most cumbersome aspect – verifying previous employment. Look for an ATS that removes much of the manual burden by automating the VOE process to save you time and money. Modern ATS solutions can help you verify previous employment in minutes – not days or weeks. Additionally, make sure that the ATS you choose utilizes a VOE system that relies on an up-to-date database and not just a network effect. A database will give you the option of accessing a driver's VOEs immediately as well as eliminate the burden of constantly providing VOEs for past drivers; a network effect still burdens another party to manually engage with the request in order for it to be processed, which inherently lengthens the entire VOE process.

7 **What does the UI and experience look like for our internal team?** As a full-service modern recruiting team, you need to be able to make quick decisions without having to dig through data or fall back on manual processes. Your new ATS should have an easy-to-use interface that allows your team to quickly find applicant profiles, easily follow up with new leads
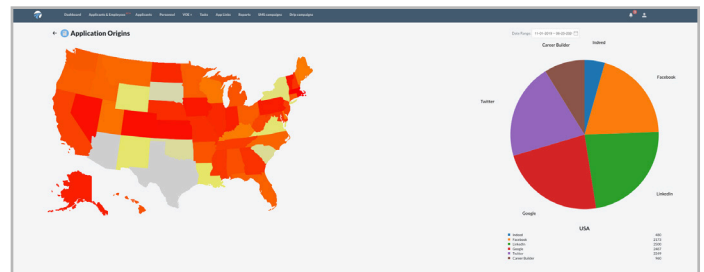
9 **What types of reports and dashboards are available on this ATS?** Your team is only as good as the data in front of you, and this is true for any team in any industry. As a modern CDL driver recruiter, your team must be able to make better decisions and refocus strategic efforts based on real-life numbers and data, not just gut feelings. Your new ATS solution should automatically record and track all outgoing and incoming activities to better monitor performance and results over time. For example, application abandonment rates and conversion rates from application to hire. With access to data and reports like these, you can make strong, data-backed decisions moving forward.
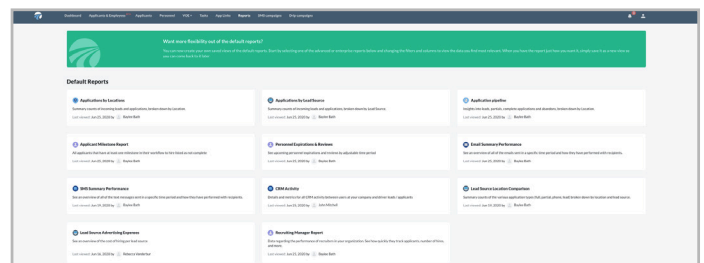

through personalized automation, and qualify and hire drivers faster. Just because the trucking industry can sometimes be archaic doesn't mean your technology has to be.

8 **How can we use the ATS and CRM features to better engage with applicants?** One of the most important elements to think about when evaluating an ATS is the quality of communication tools available at your fingertips. The ability to communicate quickly via email and text – to one or many applicants – can be the difference between success and failure. Similarly, just as modern sales teams rely on Customer Relationship Management (CRM) solutions to close new deals, so too must CDL driver recruiters leverage this same functionality to 'close' new drivers.

As you're researching new ATS platforms, look for one with fully functional CRM capabilities that allow your team to reach out to applicants via phone, email, and text, as well as track these engagements on the back-end for maximum visibility and insight.

10 **How can this ATS solution help our team retain drivers throughout their working relationship with our company?** The trucking industry is known to be one of the most competitive markets, and both recruiters and drivers are looking for ways to excel professionally with the help of technology. Your recruiting team has the chance to develop an industry reputation of innovation and progress – if you're delivering the right solutions to your drivers. Your new ATS will serve as a sign to drivers that you are committed to advancing CDL careers through recruiting and HR technology, which will increase your recruiting efforts and help retain employees.

Determine what the right solution is for you.
Take a test drive of DriverReach today to learn more!