



Summary

Our recent staffing industry survey yielded some surprising insights into how companies feel about their applicant tracking systems (ATS's). Specific highlights include:

- Staffing companies that use leading ATS's (such as Bullhorn and MaxHire) are typically quite happy with their systems (80%+ would buy them again if given the choice), while companies that use lesser known ATS's or home-grown ATS's have much less consistent experiences (with buy-again rates as low as 40%)
- A range of products rated highest for the various characteristics we evaluated (such as ease of use, reporting functionality, cost, etc.), suggesting that there is no "silver bullet" ATS that is best for all companies, but instead that the best ATS for a staffing firm depends on what the company values in an ATS

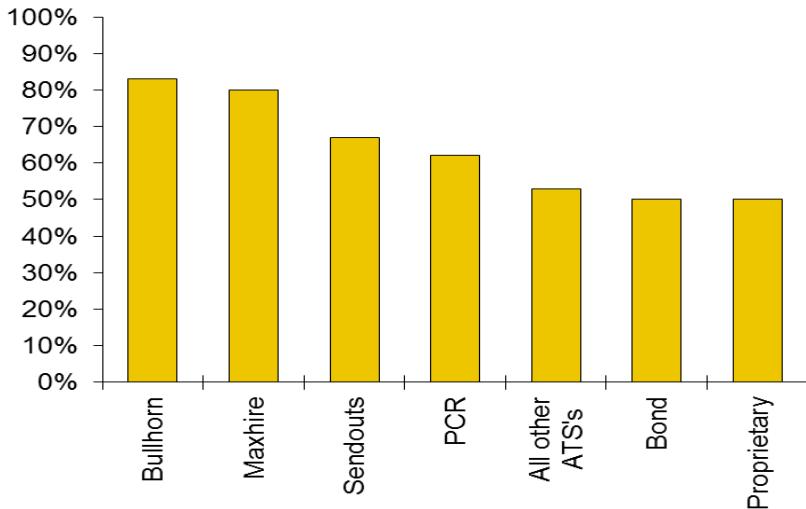
Please note: We surveyed more than 125 staffing firms and compiled all of the feedback we received. Unfortunately, we received too few responses for a few well known ATS's to include them in the survey. Their lack of inclusion is in no way an indication of the quality of those systems. In fact, the limited feedback we received on two in particular - Avature and SmartSearch - was quite positive.

Overall Satisfaction

Bullhorn and Maxhire ranked highest for overall satisfaction, with 80%+ of users for each saying they were "very satisfied" or "extremely satisfied" with their products. They were followed by Sendouts and PCRecruiter, with 67% and 62% of users, respectively, "very satisfied" or "extremely satisfied".

Overall Satisfaction

% answering "very satisfied" or "extremely satisfied"



n=127



Key ATS Characteristics

Digging beyond overall satisfaction, staffing firms told us that no product is perfect, and a number of products on the market have strengths that make them good fits for the right companies. Here is a summary of how the products fare across some key characteristics:

- **Ease of Use:** Bullhorn was rated highest for ease of use, with Maxhire and Sendouts following closely behind. Customers liked Bullhorn for being "intuitive" and noted that "clearly a lot of thought went into its usability".
- **Recruiting Functionality:** Maxhire and Bullhorn led the way on recruiting functionality, with PCRecruiter and proprietary systems in the second tier.
- **Reporting Functionality:** Sendouts rated highest for reporting functionality (as it did during our last survey), with all other ATS's lagging quite a bit behind. Maxhire and Bullhorn rated poorly, although several respondents mentioned that reporting functionality is quite strong for Bullhorn when it is paired with reporting and analytics provider InsightSquared.
- **Cost:** Maxhire had the most favorable rating for cost, with customers describing it as a "great mix of performance and cost". Bond and Sendouts also had strong showings for cost.
- **Support:** Bond easily had the highest rating for support, followed by Sendouts and Maxhire. Bullhorn was a laggard on support, with several respondents mentioning training costs.

The following table summarizes the survey results for the dimensions discussed above (green shading indicates the highest rating for a particular dimension; red shading indicates the lowest rating for a particular dimension):

	Ease of Use	Recruiting Functionality	Reporting Functionality	Cost	Support
Bullhorn	4.1	3.9	2.8	3.2	3.1
Maxhire	4.0	4.0	2.6	4.4	4.0
Sendouts	3.8	3.4	3.6	3.8	4.0
PCR	3.2	3.8	3.2	4.0	3.8
All Others	3.7	3.6	3.3	3.8	3.4
Proprietary	3.5	3.8	3.3	4.1	4.0
Bond	3.1	3.3	3.0	4.3	4.3

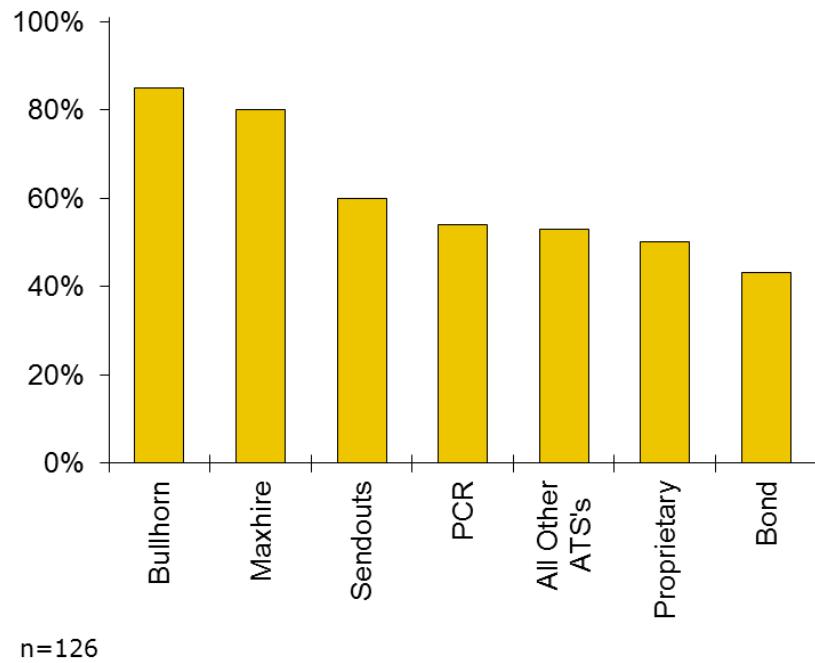
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Likelihood to Buy Again

Perhaps the most telling question was the likelihood for customers to purchase the same ATS if they had to make the decision again. Bullhorn and Maxhire came in at the top (85% and 80% of companies would buy those ATS's again, respectively), with a sizable gap before the second tier of Sendouts and PCRecruiter (at 60% and 54% buy-again rates, respectively). Interestingly, only 50% of companies that had developed their own internal ATS would do so again. While some firms that developed their own systems are quite happy, overall companies that did so are nearly three times as likely to be "somewhat unsatisfied" or "not at all satisfied" as compared to companies that purchased an ATS. The overall message seemed to be that as commercially available ATS's continue to invest to improve their products, it is becoming more and more challenging for home-grown systems to compete.

Likelihood to Buy Again

% of respondents that would buy same ATS again



Conclusions

Two of the key takeaways from the survey focus on the "buy vs. build" decision for an ATS, and what to buy if a company decides that's the best route:

- **Choosing a well-known ATS will give you a more predictable outcome:** According to the survey most customers who use an ATS from one of the major players are happy with their systems. Conversely, those who use a less-known system, or developed an ATS in-house, have a much less consistent level of satisfaction.
- **Bullhorn and Maxhire are the overall leaders, but the right ATS depends on what you value:** While Bullhorn and Maxhire came out on top for overall satisfaction and likelihood to purchase again, they lagged on some key dimensions, such as reporting. This indicates that you should think through what matters most to your business in an ATS and base your decision on those factors, vs. looking solely at the overall ratings.

We hope you found this information useful, and thanks to everyone who participated in the survey. If you have any questions or comments, please feel free to email or call us.

Best Regards,
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