

Bridging the gap between email and applicant tracking with real-time Outlook email integration.

WHITE PAPER

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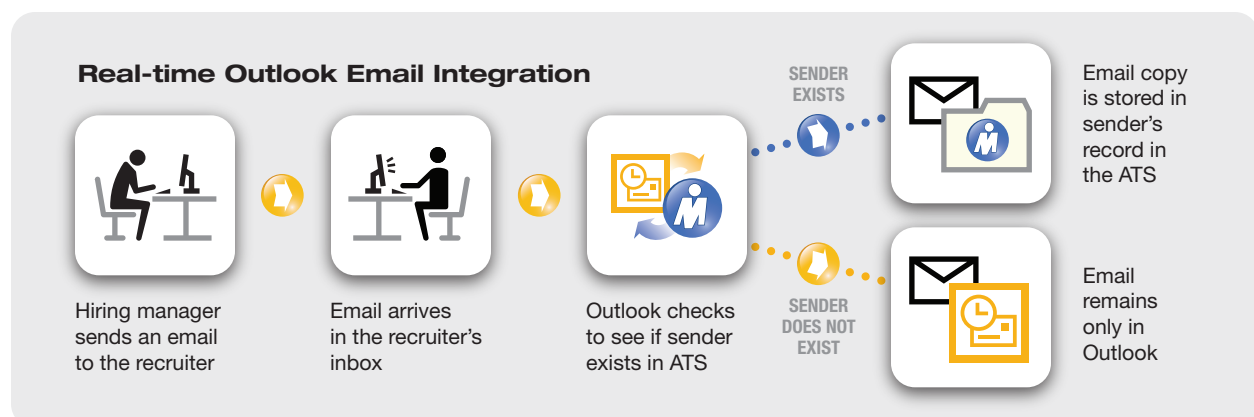
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An applicant tracking system and corporate email are the two programs recruiters rely on most.

A recruiter's life-blood is good communication. The art and science of recruiting is based on the fundamental principles of sales and customer service. The telephone and email are the two mission-critical tools recruiters use on a regular basis to communicate with clients and candidates. Before reaching for the telephone or writing an email, a recruiter will first look up contact information, like a phone number or email address, in the applicant tracking system. Complete records of prior communications, both emails and phone calls, should be easily visible when looking up contact information so the recruiter is better informed prior to contacting the client or candidate. Automatically capturing and organizing inbound email in a centralized database is the most technically challenging aspect of creating a complete communication history for your business contacts. Applicant tracking systems that integrate with Outlook to capture inbound email in real-time solve this problem and help increase service levels, reduce data entry, and protect important historical communications records.

How real-time Outlook email integration works.

Looking for the "Integrates with Outlook" stamp on an applicant tracking system's feature list doesn't guarantee that the integration will help you have a complete record of all email communication. Most applicant tracking software allows you to archive outbound emails in some way, but few archive both outbound and inbound email for a complete audit trail of correspondence. Look for *real-time inbound* email integration when selecting an applicant tracking system. When an email arrives in your inbox, it should automatically and instantly attach to the corresponding record of the sender in your applicant tracking database. The software should use the email address of the sender to check if a record of the person exists in your applicant tracking system when the email arrives. If a record exists, the applicant tracking system will automatically store a copy of the email in the person's record. If there is no record of the sender, the applicant tracking system will ignore the email and it will remain only in your Outlook inbox. The ideal workflow is shown below.



Unless archiving email is automated, users see it as more work and won't do it.

When it comes to importing email into your applicant tracking system, one click is one too many. It must be automated and effortless for the recruiter. For most employees, they don't see the immediate value of archiving email in a database since they have a record of the email in their inbox. Employees often see archiving email as benefiting management and not them. For this reason, if storing the records of emails takes even one click, they will not do it on a consistent basis or at all. Also, manually importing email gives users the choice over what emails to keep and which ones to discard. You want to keep everything.

Emails stored in your applicant tracking system are better organized.

One of the obvious benefits of real-time email integration with your applicant tracking system is the ability to see all correspondence linked to the record of the sender. When calling or emailing, you can scan through all past correspondence quickly if it's all in one place. Your users work better together because they can see all emails sent or received by other people in your organization. This increases your service levels since everyone appears to be on the same page when talking to a client or candidate. Also, it is much easier for recruiters to work as a team and cover when someone is away sick or has left the company, when they have a complete record of past correspondence at their fingertips.

Real-time Outlook integration lets you stay in control of your email.

Most browser-based applicant tracking solutions try to work around their inability to integrate with Outlook in real-time by forcing you to switch to a browser-based email system built into their software. Here are the main downsides to switching your email to a web-based email client embedded in your applicant tracking system:

- If your applicant tracking vendor is down, so is your email. You lose the benefit of redundancy through vendor independence.
- You lose access to all of your email data files. The email resides in the remotely hosted applicant tracking system and getting email data file backups is difficult or impossible.
- Browser-based email programs are inherently less efficient, slower, and more prone to technical problems than an installed and proven application like Outlook. Users prefer Outlook hands-down.
- Not every email you send is part of your recruiting workflow so not all your email belongs in your applicant tracking system. If you use an email system embedded in your applicant tracking system, you are forced to send all email through your applicant tracking system.

For all of these reasons, virtually no company that adopts a web-based applicant tracking system with an embedded email client actually stops using Outlook. Inevitably they use both Outlook and the email client in their applicant tracking system. This causes a very fragmented email strategy with key data scattered throughout multiple systems in multiple locations. By retaining Outlook as your one and only email system and integrating in real-time with your applicant tracking system, users stay in one email program and you remain in control of your email.

**“MaxHire’s
integration with
Outlook is the
clear leader in
this category and
ultimately saves
our recruiters
thousands of
clicks a year.”**

Santhosh Mukundan

General Manager

Aditi Staffing

Storing email records in a centralized database protects and preserves your data.

Anyone that has used Outlook for more than a few months knows that you can't keep emails forever. After a while, you have to "clean house" in Outlook in order to keep it working properly. If you don't have a record of important emails in your applicant tracking system, you won't be able to easily find emails after they have been archived in Outlook. Also, most small companies don't take the time to back up email data files on each workstation which makes losing Outlook email data due to a hard drive failure far too common. Real-time inbound email integration with your applicant tracking system protects the email data by storing it in a mission-critical database so you don't have to worry about losing any email data on each workstation.

CASE STUDY

Aditi Technologies uses MaxHire's real-time Outlook email integration to streamline their business.

Aditi Technologies provides programming resources and services to some of the largest technology companies in the world including Microsoft. Efficiently managing the high volume of email they receive each day was a key factor in selecting an applicant tracking system. The real-time Outlook email integration in MaxHire automatically captures inbound email as it arrives in Outlook so they don't have to worry about manual data entry. MaxHire's real-time Outlook integration also captures documents attached to each email so both email and attachment archival is completely automated.

"We did not want to import emails into an ATS and use it as the actual email client. We prefer to use Outlook as the email client because there is a lot of internal email and we want it located in just one place. MaxHire's integration with Outlook is the clear leader in this category and ultimately saves our recruiters thousands of clicks a year."

Santhosh Mukundan, General Manager, Aditi Staffing

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