

# The Best Recruiting or HR Tools for SMMEs

When it comes to attracting, recruiting, and hiring top talent, Small, Medium & Micro Enterprise businesses (SMMEs) are at a disadvantage compared to huge, well-known companies. Recognizable brands such as Salesforce in tech or Mayo Clinic in healthcare have no problem sourcing or retaining talent—in part because they offer great places to work, but also because they are already on the radar for job seekers across the country.

For smaller employers that don't have the benefit of a household name, it's essential to find other ways to gain an edge in recruiting and HR management. In this white paper, we will explore an array of tools that your SMME can use to add value, source top talent, and effectively manage that talent.

## The Tools

It's important to understand that there is no one-size-fits-all list of essential software tools for every business. No app or program will provide an automatic pathway to success or improved efficiency for every business. Instead, you will need to assess the unique pain points and shortcomings that exist within your company. From there, you will be able to pick out the tools that offer the most attractive solutions to those challenges.

With that said, we have worked to compile a list of innovative software programs, apps, and other tools that small- or mid-sized companies can use to improve their operations, especially in recruiting, onboarding, company culture, employee growth and development, employee satisfaction, and retention. We break down these tools by category below.

### 1. Recruitment apps or Applicant Tracking Systems

For many SMMEs, one of the biggest challenges—especially in a robust economy with a low unemployment rate—is recruitment. Sourcing top talent and getting candidates to apply for jobs with your business is no small or simple feat. Many software development companies have come through with solutions designed to address the pain points

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of the recruitment process. One of the most popular types of human resource software right now is the applicant tracking system (ATS), which helps to simplify, organize, and monitor the candidate sourcing process.

Some of the key tools in this category include the following.

- **JazzHR:** Founded in 2009 as The Resumator, JazzHR rebranded in 2015 as it expanded its platform beyond resume tracking to other features. The platform enables businesses to post jobs to multiple sites or job boards with a single click. It includes tools for ranking, tracking, and discussing candidates; creating personalized communications with candidates; and automating time-consuming paperwork. The software is easy to scale or customize to suit your needs, from managing seasonal hires to coordinating with multiple locations.
- **Workable:** Workable's best attribute is how intuitive it is. With this software, it's possible—and even easy—to get set up and start posting jobs within minutes. Similar to JazzHR, the software allows businesses to post to multiple job sites (200-plus, according to the company's website) with one click. Manage recruiting and source talent from anywhere with the Workable mobile app or use built-in tools such as interview kits, assessment tests, and candidate scorecards to learn more about prospective hires.
- **Bamboo HR:** BambooHR's goal is to let employers "focus on the people, not the paperwork." BambooHR offers a wide range of tools spanning everything from employee recordkeeping to new hire onboarding to employee performance management. The BambooHR ATS is a robust and well-honed piece of software designed to speed up the hiring process and improve the candidate experience. The software makes it easy for all stakeholders involved in a hiring decision to chip in their thoughts and help find the perfect candidate. When the time comes to make a job offer, BambooHR includes customizable offer templates that the software can auto-populate with candidate information. For an era in which long hiring processes often mean losing top candidates, the BambooHR ATS is the tonic.

There are many SMME-friendly recruiting software platforms beyond these three. Popular options such as JobVite Hire, Zoho Recruit, and Google ATS all offer features designed to streamline the process of sourcing talent. You may find that other platforms are a better fit for your business. Research different platforms and their respective features as you seek out an ideal ATS.

## 2. Hiring and Onboarding

The hiring and onboarding process is a drag for everyone involved. For hiring managers, it's time away from day-to-day work tasks, causing considerable losses in productivity. For job candidates, it's a lengthy period of nervous uncertainty. Tools that can streamline and expedite this process are valuable for the professionals on both sides of the equation. Here are a few favorites.

- **SparkHire:** Speed things up with video interviews. Most employers today include multiple interview steps in their pre-employment hiring processes. Usually, a phone screening or a video or Skype interview comes first followed by a full in-person interview. SparkHire enables you to pre-record segments for video interviews. Candidates can view these segments and record their responses in real-time. Hiring managers save the time that they would have spent video chatting with candidates and asking the same questions over and over. SparkHire makes it easy to view and re-view responses, helping employers to remember top candidates and create an informed selection of finalists.

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- **Roborecruiter:** According to Roborecruiter, 65 percent of all online job applications never receive a response. Job seekers are used to not getting answers from prospective employers—whether to their job applications or after they’ve done an interview or two. Despite its prevalence, this lack of communication and engagement is something that job seekers find frustrating. By engaging with your candidates more fully—from the first job application to rejection or hiring—you can improve your company’s brand as an employer, keep top candidates in your applicant pool, and even speed up time to hire. Roborecruiter helps by automating candidate communications with chatbot technology.
- **Gusto:** Gusto is a multi-functional HR tool that can help businesses in a lot of ways. One of its key features is automated onboarding. With Gusto, it’s easy to configure welcome emails to your new hires that include links to forms, useful documents (such as the employee handbook), and more. These administrative steps are simple but often become busywork for HR teams.

Candidate experience matters. A poor candidate experience may lead talented professionals to decide that they no longer want to work for your business. A positive candidate experience improves word-of-mouth about your employer brand and could even mean the cultivation of a robust and ongoing talent pool. For instance, perhaps a candidate isn’t the right fit for a job right now, but you’d like to keep his or her application on file for future positions—applicants who have had a positive candidate experience are more likely to show interest in future openings with your business.

### 3. Company Culture

Candidate experience is not the only factor that can impact your employer brand during recruitment. Company culture lies at the core of how employees and job seekers see your business. Word spreads quickly about bad company culture via job review sites such as Indeed and Glassdoor. Negative ratings on these sites can discourage applicants from seeking jobs with your business, which ultimately affects every other employee and your bottom line. Strong company culture can bolster your business’s reputation and give you a better shot at landing on “great places to work” lists.

Here are a few useful tools for establishing and protecting company culture.

- **WorkStyle:** One of the most challenging parts of establishing a positive company culture at any business is making the unique personalities of many different employees fit together into something functional, cohesive, and harmonious. WorkStyle makes that process easier by enabling employers to conduct personality tests on candidates or employees. These tests provide useful insights on how people work, how they interact with colleagues, where their strengths and weaknesses lie, and more. Businesses can use this information to build teams that function effectively as a unit.
- **Bravely:** Bravely is a tool that companies can offer as a benefit to employees. It is an app that puts employees in touch with coaches to help them through “whatever [they’re] dealing with at work.” These coaching sessions can relate to just about anything, from improving relationships with coworkers to strategizing pathways toward advancement. Bravely is a useful tool for fighting harassment, unfair treatment, and misconduct in the workplace. As the #MeToo movement has shown, victims of workplace harassment—especially women—don’t always feel comfortable or secure coming forward about what they have experienced. Bravely gives these employees a confidential third-party to speak with about the issues that they are facing—hopefully giving them the support and confidence that they need to speak up

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about any unfair treatment in the workplace.

- **Vohtr:** A big part of company culture is making sure that your employees feel heard and valued. The Vohtr app makes it easier for businesses to engage with their employees and gather feedback in real-time. Vohtr makes it easy to create simple employee surveys and serve them to everyone in your organization from full-timers to part-timers to remote workers. Based on this feedback, you can make decisions that affect not only company culture but also the direction and core values of your business.

Your employees are the lifeblood of your organization. Making sure that they are satisfied with their jobs is a must. In helping to build, monitor, and defend company culture, the right apps make it easier to impress potential hires and keep employee satisfaction levels high.

#### 4. Payroll and benefits

Employee compensation and benefits are vast parts of employee satisfaction and company culture. A business can't make employees feel valued unless it is putting its money where its mouth is. Establishing competitive salaries and putting together benefits packages that meet the wants and needs of your employees is a big piece of this equation, but there are also apps and tools that can help you streamline and balance what your business offers.

- **Gusto/Homebase:** Gusto is a recommended tool for hiring and onboarding, but while the software makes onboarding a little bit simpler for businesses, it is a payroll management platform first. It can integrate seamlessly with Homebase (a program for scheduling and timekeeping), which then makes it easier to calculate paychecks based on hours. It is more affordable than ADP (the most common payroll processing platform) without sacrificing any key features. It also makes life easier for employees by allowing them to view and manage their benefits, pay stubs, tax information, and more in one place.
- **Vacation Tracker:** Vacation Tracker makes it easy to track PTO (paid time off), from vacation days to maternity leave. The software integrates with Slack for PTO requests and approvals. Once PTO is approved, Vacation Tracker provides a simple interface that lets managers see who is off today, who has vacation days coming up, and who has vacation time that they haven't used.
- **Corestream:** Corestream is a useful platform for voluntary benefits administration in your business. While you won't use the program to administer your group health plan or any other significant benefits of that ilk, Corestream is useful for offering and tracking other kinds of benefits. These may include supplemental health benefits, pet insurance, student loan refinancing, employee discount programs, and auto insurance.

Paying your employees accurately and on time, offering and monitoring strong vacation policies, and providing flexible and intuitive benefits can all make your business into a more attractive place to work—and the right tools can help.

#### 5. Productivity and performance

How can you make sure that your employees are performing at their highest levels of productivity and potential? Here are a few apps that can help.

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- **Slack:** Slack is a messaging app that makes team communication as intuitive and straightforward as any social media platform. It is especially helpful for offices with remote workers. You can set up full group chats, arrange conversation “channels” for different topics or departments, have private conversations with individual employees, share files and other assets, and more. Slack also integrates with a long list of other apps and tools (such as Google Calendar, Dropbox, and Vacation Tracker), making the platform easy to customize to suit your business needs.
- **AssessTEAM:** AssessTEAM is one of the most highly-rated employee performance management platforms on the market right now. Track details such as timesheets, team productivity, and project profitability to assess how employees are doing and where they might need help. AssessTEAM makes it easier to prepare helpful employee evaluations, deliver job clarity to employees who might be confused, and recognize top employees for their exemplary work.
- **Udemy:** Professional development and ongoing education don’t have to be hassles. While it can be helpful to send employees to valuable seminars, university courses, and other events that take their knowledge and skills to the next level, you can also find development opportunities on the internet. Udemy is an online platform that offers courses in just about any subject that you can imagine. Businesses can pay an annual fee to enjoy unlimited access to Udemy’s 3,500-plus courses for their employees.

Productivity, job clarity, performance recognition, and professional development are all factors that play into company culture, employee satisfaction, employee retention, and your employer brand. Each of these three tools can help you to make an upgrade.

## It’s Not Just about Tools

Apple used to have a promotional campaign about how there is an app for everything: “There’s an app for that,” went the famous slogan. While apps and software tools can solve a lot of pain points and challenges, they can’t solve everything.

The tools listed in this white paper are all useful, but it is essential to remember that you can’t use programs and apps as substitutes for well-rounded business practices and policies. You should use the tools discussed here to underline key values and priorities in your business and eliminate pain points that might irritate job seekers, candidates, new hires, and employees. Before you start using them, make sure that these tools reach deep into your business and tie into your philosophy on talent management and growth.

To improve HR and hiring, your priorities should include:

- **A good candidate experience grounded in communication and timely action.** Recognize that many job seekers have a certain amount of urgency when they are applying for a position. Keeping things moving at a steady clip, communicating with your candidates about updates in the hiring process, and making your decisions quickly will help you to avoid losing out on top candidates.
- **An onboarding process that gets each new employee up to maximum comfort, performance, and productivity ASAP.** Employee satisfaction and morale start from the moment you say, “You’re hired.”

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Emphasize onboarding and training to give your new hires the tools that they need to succeed and find fulfillment at work.

- **A robust company culture that stresses harmony, mutual appreciation, close connections, minimal office friction, and employee satisfaction.** You want your business to be a place where people *want* to work. Invest in building a community at work—one in which employees enjoy working together and start making connections that transcend the workplace. Recognizing employees for their contributions, solving staff disagreements and conflicts before they escalate, and holding team bonding activities and events outside of work are all things that can help you to establish a strong company culture.
- **Attractive pay and benefits delivered with clarity—and on time.** Understand what is standard in your industry for salary and benefits and make sure that your business is competitive. If you can't compete with bigger employers on the pay scale, get creative with benefits and perks to win over top talent.
- **Helping your employees to succeed by giving them the tools that they need to communicate and addressing performance issues.** Invest in professional development. Work to set goals with employees and then support them as they strive to meet those goals. Establish clear policies that employees can follow to report misconduct, harassment, or unfair treatment. Watch for conflicts between employees and do your best to neutralize those clashes quickly. These steps can all help your employees succeed, which in turn will aid retention.
- **Using background checks to establish a safe and qualified workplace.** Background checks are a crucial part of the pre-hiring process. Use criminal history checks to look for candidates who might threaten the safety and comfort of your other employees. Check references and use verification checks to validate employment history, education, and other resume details. Vetting employees can help you to establish a safer, more qualified, and more productive workforce.

Backing up these values and priorities with best-in-class apps and technology tools will enable your business to grow and thrive.

## Conclusion

Today's HR technology is more advanced and versatile than ever before. You might choose one of the many dynamic ATS programs that can handle everything from recruitment to onboarding to employee management. Alternatively, you can seek out niche-based apps for assessing employee morale, honoring and recognizing top performers, and driving seamless communication. As an SMME, arming your business with these tools can give you what you need to compete with bigger and better-known companies for top talent.

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