

# Best-in-class talent platform vs. standalone recruiting software

Questions to ask before buying recruiting point solutions

**icims**<sup>®</sup>

# 5 categories of questions to assess if a free recruitment module is worth using

Talent is your differentiator; with it, you can out-innovate the competition. The tools you use to attract, engage, hire, and advance talent can set you up for long-term success.

There are some exciting, modern recruiting solutions on the market today that are highly specialized, offer attractive user interfaces, and promise big results.

## Are they worth it?

This guide will help you ask the important questions and assess whether building a tech stack of recruiting point solutions is right for you



# 1 Features and capabilities

## What you may hear

“Our product is the very best at what it does. We focus exclusively on this one aspect of recruiting. We do it right because it’s all we do.”

## What to consider

Small recruiting software providers may present their solutions as superior because they’re “focused.” Most employers don’t have the luxury of focusing on just one area of recruiting. Chances are you’ll end up stitching together multiple recruiting solutions – one for career sites, one for talent assessments, one for texting candidates, etc. – that may or may not play nicely with each other and your HCM.

The alternative is a best-of-breed talent platform that 1) provides solutions for the entirety of the hiring process, and 2) unifies the talent acquisition process by integrating seamlessly with recruiting point solutions and your HCM.

## Ask yourself

Are the recruiting vendors we’re using too narrow in scope? Do they integrate with each other or our HCM?

## 2 Ability to scale and flex

### What you may hear

“Our product is designed to grow with you. It scales up, and you can add more user licenses as you go.”

### What to consider

The ability to scale doesn't just mean getting bigger; it's born of flexibility and nuance. Solutions that scale well reduce busywork, freeing your recruiters and hiring managers to focus on what's important.

A talent platform —with ever-evolving solutions — benefits from centralizing everything you need for talent acquisition today and tomorrow. This creates opportunity to automate processes, leverage AI, and create different candidate experiences and workflows based on factors like job type and location (in-person, remote, etc.).

### Ask yourself

What do the vendors I'm using mean by “scale”? Can their solution help me future-proof my TA?

Are my recruiting solutions capable of supporting multiple workflows based on role type or geography?

Will my recruiting solutions reduce workload or add to it?

## 3 Integrations and adoption rate

### What you may hear

“We have experience integrating with many software providers and have many more on our development roadmap.”

### What to consider

Workflows and data get interrupted when integrations between systems are weak or nonexistent. This can lead to a poor adoption rate by recruiters and hiring managers. Systems with strong potential are forgotten or ignored because they don't fit neatly into your existing processes. Custom integrations can help, but quality varies. They may cost you time, fees, and ongoing support from your vendor or IT team.

A best-of-breed talent platform serves as the core of your talent acquisition efforts by offering an extensive partner marketplace and a range of quality, prebuilt API integrations.

### Ask yourself

- Can we wait if the integration we need most is on this vendor's roadmap?
- Are the vendors we're considering mature enough to provide ongoing integration support with our HCM and other recruiting solutions?
- If we can't integrate what we need in the foreseeable future, is the benefit of the tech worth the inconvenience and hit to efficiency that could arise from using disparate systems?

## 4 User experience rate

### What you may hear

“Our software is easy to use. It was built from the ground up to be next-gen and industry leading.”

### What to consider

Some vendors focus heavily on creating a simple user experience and beautiful user interface. While important, this can sometimes come at the price of a robust set of features and configurability.

The right talent platform will strike a balance between design and substance. Managing processes should be easy and offer a high degree of customization based on the needs of your recruiters and hiring managers.

### Ask yourself

- What are the priorities of the vendor I'm considering?
- Does the product function as nicely as it looks?
- Are the features and functionality deep and flexible enough to adapt as our needs change?

# 5

## Solutions for building a diverse workforce

### What you may hear:

“We’re committed to helping employers build and sustain diverse, equitable, and inclusive workforces.”

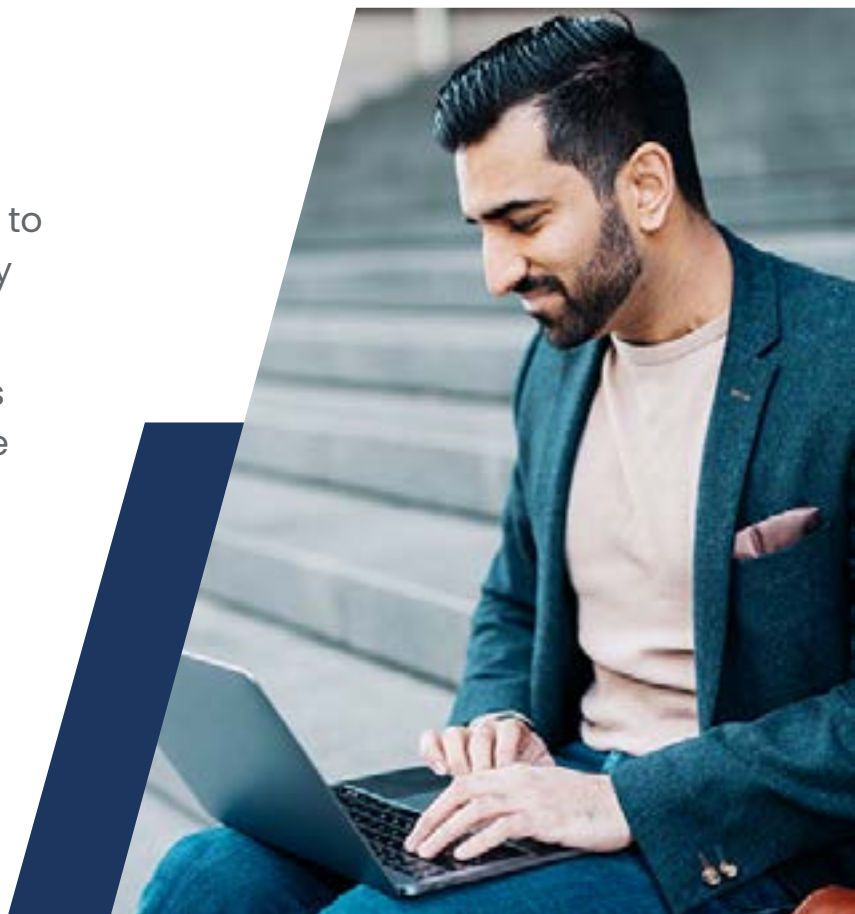
### What to consider

Many software providers talk about the importance of DEI. But the role their technology plays in supporting DEI – if it plays a role at all – is somewhat less clear. It’s important to understand how your vendor’s technology can support your recruiting values and objectives.

For example, a talent platform can help mitigate unintended bias by removing names and education from resumes, using AI to match job seekers to roles based on their skills and experience, and providing DEI-specific analytics.

### Ask yourself

- Do my recruiting solutions offer tools to attract diverse candidates? Can they help mitigate unintended bias?
- What are its reporting capabilities as it relates to DEI efforts throughout the hiring process?



# Talent powers transformation

Recruiting point solutions focus on singular tasks like sourcing or offer management. They are overly specialized and don't fit neatly into your tech stack.

HCMs help employers manage employee records and provide basic services like time management and payroll. They don't specialize in recruiting.

The iCIMS Talent Cloud is a new breed of talent platform that supports nearly 6,000 employers to attract, engage, hire, and advance their workforces. Better still, we build and maintain integrations with your HCM and additional recruiting vendors.

- ✓ Purpose-built for recruiting
- ✓ Scalable to support the world's largest workforces
- ✓ Invested in a product roadmap with new releases every quarter
- ✓ A vast marketplace of third-party integrations
- ✓ Industry-leading customer support
- ✓ Analytics to help employers build diverse teams





The right talent acquisition tech can help you solve your greatest hiring challenges.

See how our all-in-one recruiting platform helps attract, engage, hire and advance the best talent.

[Learn more](#)