

**NUCLEUS**  
RESEARCH

# ZOHO RECRUIT BOOSTS HIRING EFFICIENCY

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## THE BOTTOM LINE

Organizations in numerous industries are facing slowed hiring efficiency caused by disjointedness of recruiting teams. In these scenarios, it is critical to give recruiters proper tools to facilitate collaboration, engage candidates, and streamline hiring processes whether they are back in the office or continuing to telecommute. Zoho Recruit is an applicant tracking system that offers capabilities including automation, third-party integrations, video interviewing, forecasting and built-in reporting to allow organizations to simplify recruiting and onboarding processes and maintain engagement amid shifting work environments. One Zoho Recruit customer was able to reach 10 times the amount of candidates by leveraging automated capabilities through the solution, as opposed to using manual processes.

## OVERVIEW

Organizations in many industries are facing difficulty in maintaining hiring efficiency amid shifting work environments. These challenges also prevalent among staffing agencies that are confronting increased hiring volume for various clients, often with limited resources. Zoho's applicant tracking system (ATS) offering, Zoho Recruit is a SaaS-delivered solution that can help corporate recruiters and staffing agencies to better manage changing recruitment needs while operating remotely through increased access to hiring processes through a mobile app, built-in reporting capabilities, third-party integrations, and interoperability with other Zoho applications.

## ZOHO RECRUIT

Zoho Recruit is a cloud-based ATS that was launched in 2009 and serves more than 6,000 organizations in more than 120 countries. The solution can be leveraged in corporate HR environments, as well as meet the high-volume hiring needs of staffing agencies. The platform allows organizations to source and track candidates, while offering functionality for interview scheduling, e-signature verification, and background screening to accelerate the hiring process. The solution also includes built-in reports and dashboards that can identify recruiting KPI's and offer further analysis into an organization's hiring pipeline.

The solution has a mobile app that allows recruiters to complete tasks such as candidate review and interview scheduling on-demand. Interviews can also be conducted through the app, allowing recruiters to increase productivity while working remotely. Zoho Recruit provides users with a growing list of third-party integrations with solutions such as Google Workspace, Checkr, Slack, and Microsoft Outlook. The platform can also be used in combination with other Zoho products to offer a cohesive suite experience.

## KEY BENEFIT AREAS

Nucleus found three key benefit areas resulting from deployment of the solution.

- **Reduced time-to-hire.** The increased accessibility of various hiring processes through the Zoho Recruit mobile app allows recruiters to complete tasks such as updating candidate statuses and scheduling and conducting interviews on-demand. The streamlining of these processes can help to align otherwise disjointed hiring teams and shorten employee time-to-hire through third-party integrations that augment productivity and simplify recruiting processes. For example, the solution offers

integration with Checkr to streamline background checks and eliminate the time and costs associated with manually filling out and mailing background check forms.


- **Increased quality of slate.** The solution offers advanced search capabilities with semantic matching that allows recruiters to search hiring pipelines using criteria outlined in a job description and generate lists of suggested candidates that are organized by the percentage that each applicant's skills and qualifications match. Customizable reports can help to identify key performance indicators (KPIs) to further aid decision-making and allow organizations to track candidate metrics and resolve any inefficiencies in the hiring process that might be affecting the ability to attract quality applicants. Recruiting forecasting is also offered in-solution, which can offer insight into what kind of candidates should be nurtured. Interoperability of the solution with Zoho Analytics enables further analysis into job marketing return on investment (ROI) and the ability to compare data from other databases.
- **Reduced candidate drop-off.** Zoho Recruit allows recruiters to instantly update candidates on their status in the hiring process as decisions are made and facilitates a better relationship with applicants, whether or not they move forward in the pipeline. This can significantly reduce candidate drop-off and contribute to maintained engagement throughout the employee lifecycle once a candidate is hired, subsequently reducing employee flight-risk.

**Continuous candidate engagement through the solution can significantly reduce drop-off rates.**

## CUSTOMER EXPERIENCE

### IT SERVICES ORGANIZATION

This global technology services company has more than 9,000 employees across multiple headquarters. One particular location was conducting recruiting operations manually and wanted to undergo a digital transformation to keep up with hiring demand as it grew. The organization looked at other popular ATS solutions such as Greenhouse and Taleo but decided to choose Zoho Recruit due to its low cost and high level of customization capabilities when compared to others in the space. The company deployed Zoho Recruit 4



years ago and was instantly able to reduce time-to-hire through continual feedback and updates provided by the system. Additionally, users at the organization note support for the solution to be flexible and responsive to their customization requests.

## STAFFING COMPANY

This staffing company has headquarters in 4 countries globally and deployed Zoho Recruit 5 years ago, as it already used Zoho for customer relationship management (CRM) and wanted to expand upon the ecosystem. The organization has approximately 12 users on the system at a given time and noted that having a centralized database for recruiting has allowed for greater cohesiveness among recruiters. Nucleus found that automated capabilities through the solution allowed recruiters to reach approximately 10 times the number of candidates that they would be able to if using manual recruiting processes. Users at the organization noted that integration with Zoho Analytics allows for deeper insight into recruiting outcomes and that the solution is cost-effective with good support.