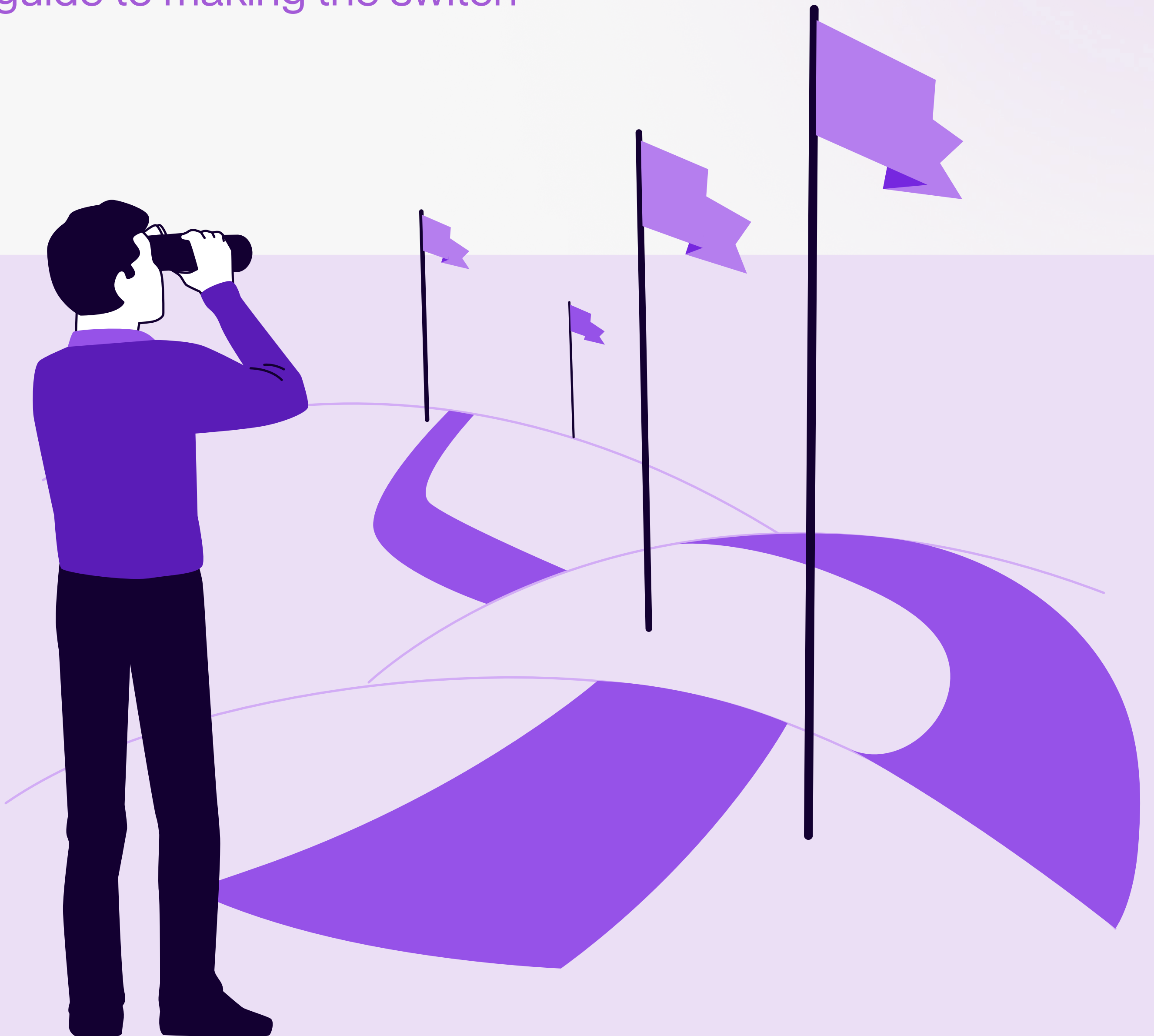


# The path to your new ATS

Your guide to making the switch



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# Introduction

You know that your applicant tracking system (ATS) has hit its ceiling. It's time for something more powerful. Ready to take charge of your hiring? Switching ATS is your chance to drive real change for your team and your business.

Wondering how to get buy-in? When you show the true value of streamlining recruitment processes, leadership will see you as a proactive partner for growth.

We'll guide you in building your case step-by-step, and lead your company to smarter, faster hiring. And who knows? This might even change how leadership sees you.

This guide was built for talent teams ready to unify workflows. To cut out the manual headaches, and focus on relationships, not admin. We will walk you through the process and help you prepare:

- In section 1, you'll confirm whether it really is **time for a new ATS**, because the more confident you are in your case, the more convincing you'll be.
- In section 2, we'll show you how to find **the right tool** for your company from all the options out there.
- And in section 3, we'll cover how to bring it up internally and **get leadership on board** with the right arguments, numbers, and a solid plan.

Remember: if you assume from the start that it won't work, it won't. But don't worry. You have more influence than you think.

# When is it time for a new ATS?

When a tool isn't working the way you need it to, you usually notice it in the small, daily annoyances. Maybe you're constantly chasing down feedback from your team after interviews because your current ATS doesn't have a centralized feedback function. Or you're repeatedly frustrated because you can't easily connect your it to your calendar and email.

Below are **five clear signs** that your old ATS has reached the end of the road and it's time for something new.

## 5 signs that you need a new ATS

### 01

#### Your ATS is holding you back

Many hiring softwares tie features to pricing: you can only post a certain number of jobs at once, or there's a cap on how many applications you can actively manage. What works well in the early stages can quickly become a bottleneck for fast-growing companies. Instead of fueling growth, your ATS is actually slowing you down. This also applies if you're missing automation options or AI capabilities.

### 02

#### Candidates are dropping out

You're doing everything possible to fill positions quickly, but the recruiting process keeps dragging on. Maybe it's not you; it's your tool. If feedback gets sent late (or not at all), candidates drop out, or people complain about complicated application forms despite using a recruitment software, that's a red flag. A good ATS should make the recruiting process smoother and faster for everyone involved, with customizable features that actually help.

### 03

#### Poor integrations are making everything harder

A modern ATS should integrate seamlessly with your existing tools, including calendar, email, BI platforms, and more. When those integrations are missing, you lose all the efficiency gains you were hoping for. Instead, the tool creates extra work; you're manually transferring data and entering it two or three times. This doesn't just waste time; it also increases the chance of errors.



## 04

### Your reporting isn't giving you the insights you need

How long does it take to fill a position? Which channels bring in the best candidates? If your ATS can't show you critical recruiting metrics like time-to-hire, quality-of-hire, or channel performance, it's hard to present meaningful numbers to leadership. And if every small tweak to your reporting or other features requires support tickets, your ATS is limiting you rather than supporting you. Instead of making your daily work easier and enabling strategic decisions, it's costing you time, energy, and, worst of all, leadership's trust.

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"The old provider was missing integrations with our BI system, payroll, and more. It really held me back. For me, the world of numbers is crucial. Now I can control everything beautifully — including through the Power BI connection."

— **Mahdi Hekmat**, Vice President of Agent Recruiting & Personnel Marketing at Ströer X talking about Tellent Recruitee

## 05

### Your ATS isn't built for compliance and trust

Data protection, candidate consent, and legal deadlines are the backbone of modern recruiting. Mishandling sensitive candidate data doesn't only risk legal consequences. It also damages candidate trust. Without digital support, it's nearly impossible to stay on top of deletion timelines, consent forms, and data access requirements. If your ATS isn't actively helping you obtain approvals, meet legal deadlines, or anonymize data, it's simply not up to current data protection standards.

If one or more of these points resonates with you, it's time to find a new applicant tracking system that actually meets your current needs. In the next section, we'll show you what to look for when choosing your new ATS so it can truly support your company's growth.

# Tips for choosing the right ATS

There are a lot of options out there. [According to Rected](#), there are over **450 ATS software** to choose from globally, and at first glance, they all look quite similar and cover the basics: create job ads, manage applications, send emails.

The difference is in the details. Not every system excels in every area. Some providers are particularly strong in automation, while others stand out for sophisticated reporting or user-friendly interfaces for collaborative recruiting.

Instead of clicking through endless feature lists, ask yourself one simple question: *Where does your recruiting have the biggest strategic impact on your company?* The more clearly you can identify these gaps, the more precisely you can choose a system that meets both your current and future needs.

Here's what that might look like:



## Focus: Improving the candidate experience

According to our [Recruiting Report 2025](#), almost 50% of candidates abandon application forms without submitting them. That means you could be losing out on roughly half of all potential candidates!

This is especially **critical** in industries with severe talent shortages, like nursing or sales. People who spend their days in the field or working shifts don't have the time or energy to boot up their computers in the evening to polish their resumes or fill out lengthy forms.

Some systems (like Tellent Recrutee) give employers the option to receive applications directly via [WhatsApp](#), for example. The advantage is that candidates can not only submit their applications quickly and easily, but also ask questions at any time thanks to an AI assistant. All via their smartphone, whether they are on the go or sitting on the sofa.



## Focus: Managing your career page without IT bottlenecks

If one of your biggest recruiting hurdles is IT availability, and you're waiting weeks just to get a job posting up on the company website, you need an ATS that lets you create and manage a career page on your own.

The advantage? Instead of relying on external help, you can build the career page directly in the system without any coding knowledge. Look for a platform where you can adapt the design to match your company's branding. Ideally, the system should also support search engine optimization so your career page gets better visibility and attracts the right talent for your roles.



## Focus: Expanding internationally

If your company is planning to expand internationally, your ATS should be ready for that too. Having the ability to publish job postings and career pages in multiple languages is a huge advantage. It lets you reach talent in other countries without language barriers.

Sure, you can communicate internationally in English. But if your company is still relatively unknown in a new market, you're more likely to build trust with candidates if you address them in their native language. When choosing a system, make sure it supports all the languages relevant to your expansion strategy.



## Focus: Streamlining collaborative recruiting

The more people involved in recruiting, the more complex the process becomes. Coordinating between HR, hiring managers, and department heads, sometimes across different locations, takes time and creates room for error. Plus, the more people who have access to candidate data, the harder it becomes to ensure compliance when handling sensitive information.

A good applicant tracking system can help, but only if it's **designed to support collaborative recruiting**. Look for features like role definitions, permission settings, task assignments, and the ability to anonymize candidate data when needed. The goal is to clearly define responsibilities and give everyone involved visibility, so open positions get filled quickly and efficiently.



"The biggest advantage of Tellent Recruitee is that everyone in HR has access to every position at all times because all the data is stored in the system."

— Vanessa Siegbert,  
Head of HR bei Kapten & Son



## Focus: Going deep with recruiting data

Not all reporting is created equal. While most ATS platforms offer basic analytics, the KPIs they track and the level of data analysis they allow can vary significantly. If you work in a data-driven company or want to optimize your processes strategically, having a detailed view of all relevant metrics and their trends is critical.

Check whether the ATS tracks recruiting KPIs like time-to-hire, cost-per-hire, channel performance, and conversion rates. Also, make sure you can flexibly customize dashboards and reports to fit your needs.

### Bonus:

the word "insights" often catches leadership's attention, because meaningful data usually translates to greater efficiency, better decisions, and real strategic value.



# How to get buy-in for a new ATS

Now comes the hardest part: getting your leadership team on board. They're understandably cautious about spending money, especially in economically uncertain times.

That's why it's so important to take a strategic approach, prepare solid arguments, and present meaningful numbers. Here's how to make a compelling case.

## Step 1

### Align with company goals

If you want to convince leadership to switch to a new hiring software, you need to explain why the current solution isn't cutting it anymore. You also need to show how the new system will help **achieve strategic company goals faster** and more effectively. To do that, you need to understand what's currently a priority from leadership's perspective.

Before you pitch the idea of changing tools, it's worth **reviewing company goals**. These are often communicated in town halls, OKRs, or quarterly updates. If not, actively seek out a conversation and ask directly: "What are our most important strategic goals right now, and where are the biggest challenges?" This shows you're invested in the company's success and positions you as an equal partner in the conversation.

## Step 2

### Build your case at the company level

Once you know which strategic goals are in focus, think specifically about how a new ATS can help achieve them. The aim is to frame your arguments from a **company perspective**, not just an HR one. Here are some examples:

- A planned IT project could stall because the application process takes too long, and strong candidates drop out, leaving the current team overwhelmed. A new ATS can speed things up and play a key role in finding the right person to lead the project to success.
- Expanding into new markets could be challenging because your current recruitment software doesn't support multiple languages. An ATS with that capability makes it easier to attract top candidates internationally.
- Customers are experiencing longer wait times for quotes because open sales positions aren't getting filled. A better ATS with solid reporting shows exactly which channels are performing and where to invest your recruiting budget for the best results.

These arguments make it clear that a new ATS isn't a nice-to-have. It's **foundational to the company's success**.

**Bonus tip:** Take your strongest argument and craft a short elevator pitch that sums up why this project matters to the entire company. You can use this pitch when scheduling a meeting with leadership or when you need to make your case quickly.



## Step 3

### Back it up with numbers

If you want to convince leadership, you need to speak their language, and that means providing meaningful numbers and measurable impact. If the word ‘numbers’ makes you think, "That's exactly what I'm missing, which is why I need the new ATS!", don't panic. For now, **reasonable assumptions** that make the benefits tangible are enough. For example:

- "If we hire two project staff in six weeks, thanks to the new ATS, we can hit our first milestone in three months instead of six."
- "If we cut an underperforming channel through better data analysis, we'll save €X per quarter on job advertising."
- "If we fill our sales positions in two months instead of six, we can send out X additional proposals per month and generate revenue that we're currently leaving on the table."

And just as important: Compare the ongoing costs of your previous ATS with the new system, factoring in the features you're getting.

A recruitment software that seems more expensive at first glance can quickly pay for itself if it offers capabilities that make recruiting significantly more efficient or eliminate the need for other tools.

Highlight how it **saves time and resources** (for example, through shorter time-to-hire or more efficient internal processes). This will clearly demonstrate the return on investment (ROI) the new system can deliver.

## Step 4

### Build a business case

Once you've gathered all this information, use it to build a strong business case. It should include:

- Why the current ATS is no longer sufficient, with clear **examples and numbers** (refer back to the section ‘When is it time for a new ATS?’ for inspiration)
- Benefits of the new ATS in relation to company goals, including concrete effects on productivity and recruiting outcomes
- Cost-benefit analysis of the ATS switch and **expected ROI**
- High-level timeline and rollout plan

Ideally, put all of this into a polished **PowerPoint presentation**. It'll give you structure when presenting, look professional, and give leadership the chance to review the details later.

## Step 5

### Win allies

Before scheduling a meeting with leadership, find someone who supports your cause and is on your side. Ideally, this is someone with influence who's personally invested in getting a new ATS (even if for different reasons).

This could be the sales manager who's been waiting forever to fill open positions so they can hit her targets. Or the IT manager who'd rather assign their team to more strategic work than tedious career page maintenance. A **strong ally** adds weight to your case and increases the chances that leadership takes it seriously from the start.

## Respond confidently to objections

Now you're well-prepared for your meeting with leadership. But that doesn't mean it'll be easy. Expect some resistance. Additional expenses, new tools and change management rarely generate enthusiasm right away. Don't let that throw you off! Here are three common objections and strong responses:

### Objection:

Now isn't the right time.

### Response:

Actually, now is exactly the right time. If we don't act now, competitors will get all the best talent, and it'll be even harder to catch up later.

### Objection:

It's too expensive.

### Response:

Compared to our current recruiting budget, it's a manageable investment. And if it helps us fill positions faster and more cost-effectively, the investment will pay for itself immediately.

### Objection:

We'll do it when things improve.

### Response:

That's exactly why we should tackle it now, so things will improve. With the right tool, we can work more efficiently and recruit more effectively, even with limited resources.

Don't see objections as criticism of your plan. See them as an invitation to clarify: your counterpart wants to understand why this project really makes sense. The more calmly you respond, the more convincing you'll be. Anticipate other objections and prepare your answers accordingly.

## Sometimes numbers speak louder than words

Ströer X is a great example of the real value that switching to a new ATS can create. With Tellent Recruitee, their recruiting team achieved measurable results:

- ➔ **5,323 applications** via WhatsApp Hiring in just 7 months
- ➔ **75% conversion** rate for applications via WhatsApp
- ➔ **10% fewer no-shows**

Thanks to automated workflows and an AI-powered chatbot in WhatsApp, the team now saves as much time as a full-time employee would have previously spent on manual support. Plus, they have much better transparency and control through Power BI integration and other connections.

# Your ATS switching checklist

Got the green light for a new ATS? Congratulations! Now is the right time to set up the project properly so that the transition runs smoothly and the new system starts delivering results quickly. This checklist will help you stay on track:

## ATS switch: Your 10-point checklist

- 01

**Finalize requirements**  
Coordinate internally one more time: Which features are must-haves and which are nice-to-haves?

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- 02

**Select the right provider**  
Review offers, schedule demos, and make a final decision.

☐
- 03

**Review contract and pricing model**  
Watch out for hidden costs, contract terms, user limits, or support conditions.

☐
- 04

**Prepare for data migration**  
Check which data should be transferred from the old system and what format it needs to be in.

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- 05

**Coordinate with your new provider**  
Clarify all technical and organizational details: timeline, responsibilities, data protection requirements.

☐
- 06

**Create a communication plan**  
Who needs to be informed, when, and how? Think both internally (managers, hiring team members) and externally (applicants, data protection officers if applicable).

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- 07

**Test the system**  
Run a full test before going live: Do workflows, roles, forms, and integrations work as expected?

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- 08

**Train the team**  
Offer training and onboarding sessions. Not just for HR, but also for hiring managers and department heads.

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- 09

**Update career page & processes**  
Remember to update all links, forms, and templates (e.g., emails).

☐
- 10

**Make success measurable**  
Determine in advance how you will measure the success of your new system, for example, time-to-hire, user feedback, or application rate, and track progress.

☐



# The next step? Get started with Tellent Recruitee

In this guide, you've learned how to recognize when your current ATS no longer meets your needs, how to select a new system step by step, how to get leadership buy-in, and how to manage the transition successfully.

All that's left is to find the hiring software that meets all your needs. If you're looking for a solution that grows with your business, makes your work easier with intelligent AI automation, and gives you full control and flexibility, Tellent Recruitee could be the right fit. Here are some of the benefits it offers:

- [WhatsApp Hiring](#) feature, which makes applying for jobs as easy as sending a text message for candidates.
- [120+ integrations](#) with platforms like LinkedIn and Indeed, and tools like Zoom and Slack.
- **Flexible workflows** that adapt to your teams' and the company's needs.
- **First-class support** to help you before, during, and after implementation.
- Special features for [collaborative recruiting](#), [employer branding](#), and much more.

Still not sure? Check out why [our customers](#) are happy they made the switch to Tellent Recruitee. Or, better yet, schedule a demo and see for yourself.

**Book a demo now →**