

Terry Coonan is a self-described “recruiting smoke jumper.” What exactly does that mean? Put simply, Terry builds and fixes recruiting organizations. And he’s been doing it for a long time.

As a senior recruiting consultant with decades of experience in the field, Terry has relied on applicant tracking systems (ATS) to find qualified applicants ever since the technology arose. With over 75 evaluations in his career, Terry knows exactly what to look for in an ATS platform. Is it cost-effective? Does it have built-in features we need to find and hire the best candidates? Is it user-friendly and intuitive?

If you’re searching for your own solution to your organization’s recruiting challenges, read on to learn how Terry discovered The Applicant Manager (TAM) and implemented it for one of his client organizations - a multi-billion dollar travel company.

Identifying the Challenge

Pace of growth

Why would a \$2.5 billion company be looking for help with its recruiting challenges? Simple: since it had always relied on referrals and other organic solutions to grow its employee base, the organization had never needed a formal recruiting solution. It wasn’t until the company’s growth outpaced its existing hiring methods that the need arose. The organization then began to build its professional recruiting function, spearheaded by Terry.

Along with candidate experience and employer branding, Terry knew that implementing an applicant tracking system would be critical to a successful hiring process for his client. With that in mind, he began yet another round of ATS evaluations.



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Finding a Solution

Functionality - Ease of Use - Customer Service

Functionality

The first step in Terry's tried-and-true method of choosing the best-fitting ATS is simple: narrow the options down to three and go from there. Ironically, Terry included TAM as his third choice to round out the group, favoring the larger, more familiar competitors. But because of the unveiling of a punitive pricing model by an industry leading ATS, Terry decided to take a demo of TAM. And that changed everything.

"I was shocked by how much functionality [TAM] had," Terry says. "No applicant tracking system is perfect. But it was just stunning how simple of a product it is."

Terry also factored cost into his final decision, preferring to find a cost-effective solution that wouldn't break the budget. "Negotiating with an ATS company, or any vendor, is a painful process. You have to uncover hidden fees and extrapolate what's going to happen in month thirteen when you're up for renewal." But with TAM, he'd found a vendor that felt more transparent about costs.

Once he came to understand TAM's functionality and affordability, Terry knew he'd found the right ATS for the job. "It provided the solution I needed," he says.

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Implementation

What about on-boarding TAM? "It's in the cloud, so there is no onboarding issue," notes Terry. "It's just a matter of turning your laptop on and clicking a link." Terry spent very little time on-boarding TAM, instead relying on the intuitive features and interface.

When we designed TAM, we wanted to make sure the end user had a smooth experience while using the platform. This highlights one of our core brand promises - simplicity. With many years of experience on-boarding ATS systems, Terry recognized that the simplicity of the TAM platform would be valuable in getting a recruiting function up and running quickly, thereby reducing training and implementation.

Customer Service

When it comes to customer support, “[TAM] is by far the most singularly focused on the individual,” Terry states. “Unlike the massive ATS organizations I’ve worked with, I have not experienced one instance where the TAM support team hasn’t been immediately available and able to resolve my issues or address my concerns. It is by far the best support user experience I have ever encountered in the ATS marketplace.”

Excellent service can make all the difference in keeping a customer satisfied - even if that customer is having issues with the product. It’s about more than just solving a problem - it’s about building a trusting relationship. “It’s actually a pleasure to work with [TAM],” says Terry.

The Bottom Line

Would you recommend TAM?

“Absolutely,” says Terry. “There are only a couple products in the world that I would put my name on as something that actually works. I would be a reference for TAM hands-down.”

“If you’re an SMB, I think TAM is an awesome solution.”



Ready to see what TAM can do for you? Book a demo with our solutions experts today!

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