



How to enhance the performance of your ATS

Case study

- Transformational ATS
- Quick and Simple
- Free of Charge



The ATS

Peoplebank, an award-winning Applicant Tracking System, wanted to enhance its user experience and empower recruiters with the very best candidate data. It wanted a solution that would ensure a strong number of applications from relevant jobseekers. It was imperative that Peoplebank was able to find a solution that would not disrupt its clients' user experience, or consume a lot of resource.



The job board

Caterer.com is the UK's leading job board in the catering and hospitality sector. It is one of eleven job boards that make up the portfolio of StepStone UK, a united collaboration that holds over nineteen million CVs across all sectors and all regions of the UK.

- **Seamless Integration**
- **Improved Candidate Data**
- **Increased Client Renewals**

The solution

ATSi Apply is a product enhancement by StepStone UK, specifically designed to improve the application performance of Applicant Tracking Systems. It does this by transferring candidate details and CVs directly to the ATS. This reduces the amount of time and effort taken by the jobseeker to complete their application. Whether applying on mobile, tablet, or desktop, ATSi Apply can increase application rates by as much as 90%.

The integration

The first stage required Peoplebank to create an API end-point. From there, the StepStone UK development team was able to provide test data and identify any potential issues. Both parties were on hand to provide constant support by both video conference and telephone. The project was completed within one week – quick and simple.

The impact

Recruiters at over 120 businesses are now using a fully integrated Peoplebank platform, experiencing a dramatic increase in relevant applications to jobs posted via Caterer.com. This means greater value for money and an improved selection of applicants. As a result, Peoplebank has recorded an increase in the number of clients renewing their contract, as they know Peoplebank's ATS platform is equipped with the UK's leading source of candidate data.

As a result of ATSi Apply, Peoplebank has experienced an improved working relationship with its clients, and achieved a client retention rate of 95%. This has allowed Peoplebank to increase resource to other areas of its business and helped to fulfil its ambition of being the UK's leading Applicant Tracking System for the catering and hospitality sector.

Caterer.com (and StepStone UK) is now happy to recommend the Peoplebank Applicant Tracking System to clients to meet their operational recruitment requirement. Similarly, Caterer.com clients who use the Peoplebank ATS have been more inclined to renew their contracts, and continue a positive working relationship, reinforcing their Caterer.com's position as the UK's leading job board.