

Four Tips for Selecting TALENT ACQUISITION TECHNOLOGY IN 2020

One in three companies plan on increasing their investment in recruitment marketing this year. With insights from the **Talent Acquisition Tech Buyer's Guide**, here are *four tips* for selecting the right TA technology for your needs this year.

1

Before investing in any solutions, it's important to **identify your TA** technology needs. Work with your organization's stakeholders and be sure to:

- Assess your current solutions
- Determine your budget
- Pinpoint your goals – both long and short-term

2

With new providers flooding the TA technology market every year, it's important to **find a true partner** that your organization can depend on for your hiring needs. When selecting a partner, consider their:

- Customer support and services
- Customer acquisition and retention rates
- Integration capabilities and partners

3

Despite how many times they may have purchased a solution, most organizations are not prepared for implementation because they overlook the user experience.

Consider the user experience, and ensure that the TA solution you select is both functional and valuable for all end-users.

4

When your organization selects a new solution, it's key that you demonstrate the success of your investment and **calculate ROI**. While only 28% of SMBs currently measure the ROI of their investments, doing so is critical to managing and improving your TA strategy.

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To learn more about selecting talent acquisition technology download the [TA Tech Buyer's Guide](#) and keep an eye out for our TA Tech podcast with [HR Happy Hour](#).