

Executive Guide: *Choosing the Right HR Tech*

Cost-effective recruitment automation that actually delivers. How to build a high-performing recruitment tech stack that reduces time-to-hire, improves candidate experience, and produces measurable ROI - without overcomplicating your systems or draining your budget.

Talent is your biggest asset, and your recruitment process is either helping you compete or costing you candidates. Today's most successful organizations treat automation and integrated technology as strategic levers - not administrative support. Here's how to join them.

The Real Cost of Outdated Recruiting Systems

Every unfilled position costs you money: lost productivity, overworked teams, and missed opportunities that compound the longer the seat stays empty. For revenue-driving roles, the meter runs even faster.

And it's not just open seats. Run the math on your own team: take a recruiter's salary and multiply it by the share of their day that goes to scheduling, follow-ups, and data entry. High-value people doing low-value work is the single most expensive pattern we find in HR operations - and the most fixable.

Ten minutes per day of avoidable admin work adds up to a full week per year of lost productivity - per person. Multiply that across a recruiting team, and 'we'll fix it later' starts looking like the most expensive line in the budget.

Where Automation Actually Delivers

Recruitment automation isn't about removing the human touch. It's about elevating it - giving your team space for high-value work while software handles the repetitive grind:

- Resume screening that parses and ranks candidates in seconds
- Interview scheduling without the back-and-forth emails
- Candidate follow-ups and status updates that never get forgotten
- Document collection and onboarding paperwork that files itself
- Data that flows between your ATS, HRIS, and payroll without re-keying

Your Tech Stack: Chaos or Clarity

Too often, HR teams end up with tech that doesn't talk to other systems, goes underused because it's too complex, and becomes a sunk cost instead of a force multiplier.

Here's the shift: you don't need more tools. You need the right tools - connected intelligently. A well-integrated stack includes:

- Applicant Tracking System (ATS)
- HRIS
- CRM
- An automation layer connecting all of it - this is where Make.com lives
- Scheduling and assessment tools

01 Strategic Fit

Will this solve a real problem for our team or candidates?

02 Integration

Can it connect to our existing systems - or is it another silo?

03 Usability

Will our team actually use this, or fight it?

04 ROI Potential

How much time and money does this save us in the next two quarters?

THE 4-POINT FILTER

Run every vendor pitch through the four questions above. Then start with a single pain point - like scheduling or onboarding - and build from there.

The Hidden ROI of Getting It Right

When your stack is smart, integrated, and automated, here's what happens:

- You hire faster
- You engage candidates better
- Your team gets more strategic
- You save money
- You attract better talent

Our core promise to clients: we save you 25% of your day. In recruiting terms, that's a quarter of your team's capacity handed back - without adding headcount.

What About AI?

AI is reshaping the recruiting landscape, and it's not just hype. Used correctly, AI prioritizes qualified candidates faster, flags top performers with predictive scoring, reduces unconscious bias with standardized screening, and surfaces real-time insights for workforce planning.

The catch: AI must be implemented ethically and transparently - and it belongs on top of automated, structured processes, not chaos. Automation first, then AI. The best systems support recruiter decisions instead of replacing them.

Your Next Step: Build Your Blueprint

If you're feeling overwhelmed by options or stuck with underused tools, you're not alone. The smartest HR leaders we work with don't jump into new platforms blindly. They start with a blueprint: an actionable, strategic plan based on current processes, team capacity, and hiring goals. That's where 4Spot Consulting comes in - we help HR departments streamline, simplify, and scale their recruitment through automation, without unnecessary tech bloat.

Keep Automating,

Jeff Arnold · Founder, 4Spot Consulting

NEXT STEP · FREE TOOL

Ready to *go deeper?*

Get the complete white paper at 4SpotConsulting.com/hrwhitepaper, or read the full playbook in The Automated Recruiter - Jeff's Amazon #1 bestseller - at 4SpotConsulting.com/automatedrecruiter.

4SpotConsulting.com/hr60

Still not sure what to automate first? That link books a free strategy session - no pitch, just a plan.

4Spot Consulting

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