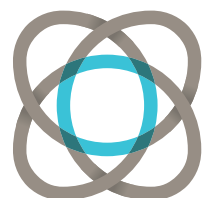


How Automated Scheduling and Calendar Sync can Transform HR



CRONOFY

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The average American spends 1,770 hours a year at work.¹ That's an average of 34 hours a week, or just under 7 hours a day. That's a lot of time spent working – often longer than many of us spend with friends and family on an average working day.

Despite all this, employees are often left feeling like there just aren't enough hours in the day to do everything. This leads to frustration, stress, fatigue, and eventually, burnout. These are all leading causes of employee dissatisfaction. Should this go on for long enough, it will lead to a higher employee churn rate...which then means slower business growth due to the time and resources wasted on re-hiring and re-training for roles.

Disengaged employees lead to lower productivity. Growth then stagnates. The employer brand then takes a hit, and, eventually, so does the future success of the company. It's hard to keep the best talent in an unhealthy working environment.

When recurring, repetitive tasks are automated, it saves everyone time.

As an employer, it's never a good feeling when you've failed to provide your employees with a stimulating working environment. So how can businesses break the vicious cycle of ever-increasing workloads when work days aren't getting any longer?

¹ <https://www.usnews.com/news/best-countries/articles/2016-09-02/hardest-working-countries-ranked-by-hours-worked-per-year>



Automation is one way to lesson employees' workloads. When recurring, repetitive tasks are automated, it saves everyone time. Teams can then focus on using their skills and talents to bring value to the business.

The average American spends
1,770 hours a year at work.

However, many businesses aren't investing in the technology they need to automate these recurring and repetitive tasks.

A workplace study conducted in 2016 revealed that employees in the US lose an average of 520 hours per year on tasks that could be automated.² That works out at roughly one working day per week lost, and an average of \$13,000 a year per employee wasted on simple, repetitive tasks.

\$1.8 trillion dollars is lost every year to
tasks that could be automated.

Across the whole of the US workforce – more than 140 million people – this amounts to a staggering cost of \$1.8 trillion every year.

The future of HR

Technology plays a crucial role in helping us to achieve more. Automating tasks gives employees more time to focus on what they were really hired to do. The time won back can also be used for training and personal development, which will further their progression in their role and career. Enabling and encouraging continual self-development also means they're more likely to be satisfied in their role.

When employers invest in the right technology, employees lose less time to monotonous tasks. This contributes to a better employee experience and a more positive working environment.

2

<https://www.prnewswire.com/news-releases/us-businesses-wasting-up-to-18-trillion-annually-on-repetitive-employee-tasks-samanage-survey-says-300224177.html>

Employees are then more likely to stay. Turnover is lower. Businesses save money and build their employer brand. They also have more resources to invest in employee development, building new products, and providing a great experience to their customers.

Long-term, businesses attract more great talent and can use the money they've saved to further invest in business growth.

Automation triggers a cycle that benefits everyone involved: businesses, employees, and even customers.

Employees in the US lose an average
of 520 hours per year on tasks that
could be automated.

There are lots of ways tasks can be automated. Reporting tools or social media management software can save employees' hours every day.

At Cronofy we help software companies to build scheduling solutions for their customers. Our Unified Calendar API can be used by HR software to streamline and automate a wide range of scheduling processes.

Build faster processes

From scheduling interviews to booking appraisals, many of the tasks that fall onto human resources teams are needlessly repetitive. Employees' lives can be changed overnight thanks to automation.

For instance, when a company needs to fill a vacancy, a straightforward, effective hiring process benefits everyone involved. Applicant tracking systems (ATS) help to create this. These make it easier to source and manage candidates across multiple vacancies.

However, a study conducted by GetApp found that only 44.8% of businesses use an ATS.³ That's despite 77.8% of respondents claiming that using one improved the quality of their hires. These tools can be a big investment but have a huge impact.

3 <https://lab.getapp.com/recruitment-strategies-report-2017/>

While an ATS is great for sorting through candidates and helping recruiters shortlist them for interview, when it comes to one of the most time-consuming parts of the hiring process, it isn't as effective.


77.8% of companies that use an ATS claim it's improved the quality of their hires.

The time a hiring managers spends coordinating the schedules of an interview panel and multiple candidates quickly adds up to hours lost for every candidate that's interviewed. Should multiple interviews need to be carried out on the same day, this further complicates things.

Calendar sync allows for every step of the interview scheduling process to be streamlined or automated. No more email chains. No more phone calls. No more hassle. It does this by linking software and applications to users' calendars. If the calendar sync tool works with all major calendar services, it becomes even more powerful and can be embraced by even more users. Nobody has to miss out because their calendar service isn't supported.

When calendar sync is integrated with an ATS, it helps businesses create a more streamlined, user-friendly interview scheduling process – even when there are multiple people and multiple interviews involved. It's completely scalable – it can be tailored to however many people are being interviewed and however many people are conducting the interview(s).





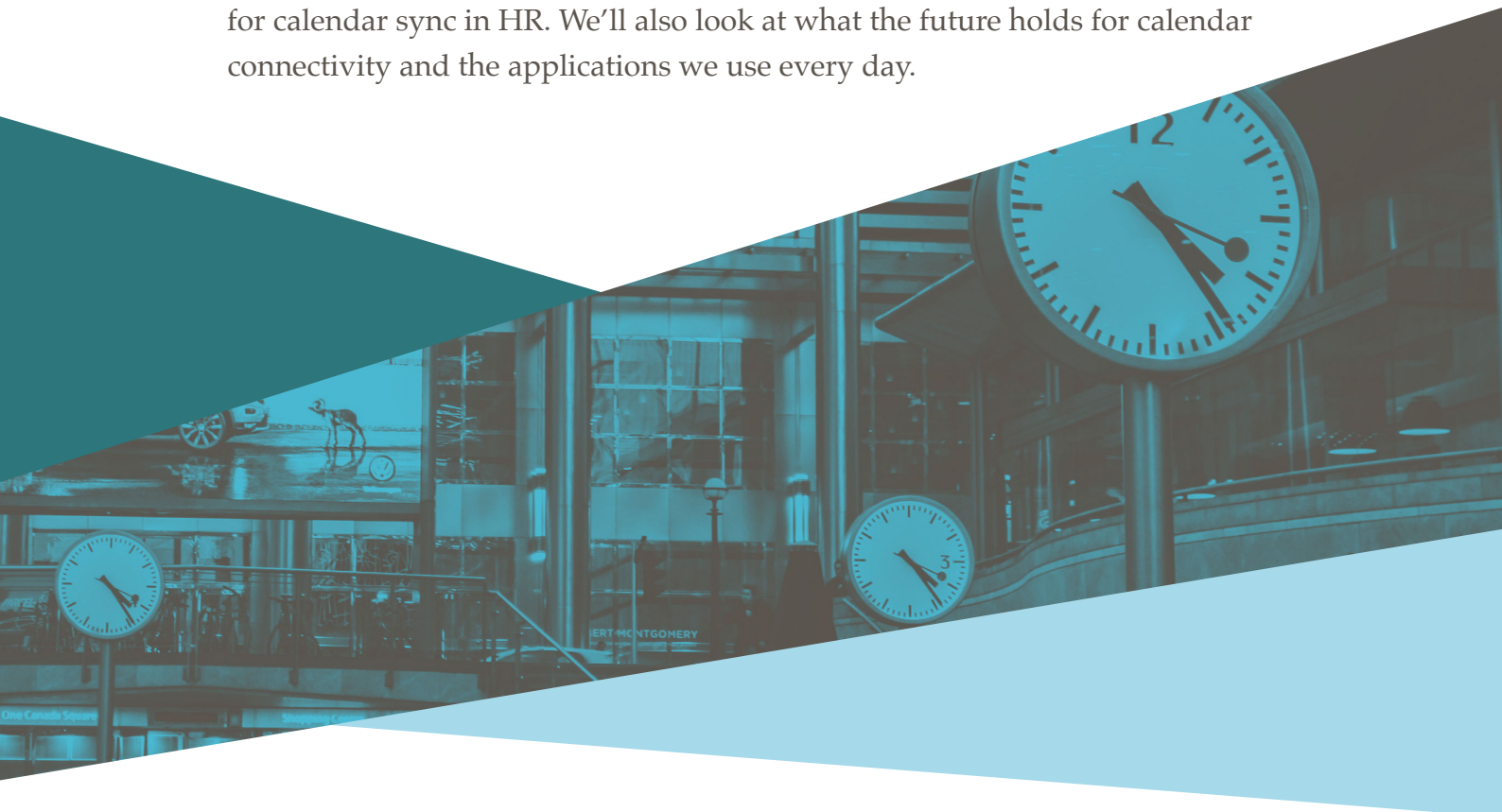
Automating the interview scheduling process saves hiring managers and interview panels days' worth of time during every hiring process. They then have more time to engage with – and respond to – candidates, creating a better candidate experience.

When calendar sync is integrated with an ATS, it helps businesses create a more streamlined, user-friendly interview scheduling process.

The benefits of calendar sync don't stop at the first stage of an employee's journey, though. Calendar sync gives employees the opportunity to manage everything from meetings to booking paid time off directly from their calendars. They don't need to learn how to use a dozen different applications for a dozen different things, or memorize endless passwords. All their commitments can be managed directly from their calendar.

Calendar sync makes employees' lives easier so that they can focus on what they were hired to do – using and improving their unique skills to help the company move forward.

In this white paper, we're going to look at some of the most popular use cases for calendar sync in HR. We'll also look at what the future holds for calendar connectivity and the applications we use every day.



For recruitment managers who are tired of tedious tasks

Hiring the right candidates to fill job vacancies can be the difference between business growth and stagnation. The cost of a bad hire can be as much as 30% of their salary.⁴ The time and resources wasted can set a team – or even the company – back.

What's your average time to hire?



Our survey of HR professionals showed that it takes over a month for 60% of vacancies to be filled.⁵ This may not sound that long, but in the competitive world of recruitment it can be the difference between hiring the best person for a role and losing them to the competition. The best candidates are off the market fast. The longer a company takes to organize interviews and meet the candidate in person, the more likely they are to miss out.

A long hiring process is painful for everyone involved. Recruiters spend hours on the phone or writing emails trying to find an interview time that works for everyone. Candidates spend days – maybe even weeks – waiting to hear back. The interview may end up taking place weeks after they submitted their applications. Candidates could then turn down a job offer because of the poor hiring process they experienced.

⁴ <https://www.forbes.com/sites/falonfatemi/2016/09/28/the-true-cost-of-a-bad-hire-its-more-than-you-think/>

⁵ <https://www.cronofy.com/blog/interview-scheduling-survey>

How long does it take you to schedule interviews?



It also means weeks – maybe even months – with an open position. Team members have to bridge the gap, or projects come to a standstill.

Real-time calendar sync speeds up the hiring process. It allows for interview and call scheduling to be automated. Dozens of interviews can be set up in one click and added to the calendars of all attendees.

Creating a better candidate experience

The better the hiring process, the better the candidates an employer can attract. After all, the hiring process doesn't exist in a vacuum. Websites like Glassdoor are there for people to leave their impressions on the interview process, directly affecting a company's employer brand.

The cost of a bad hire can be as much as 30% of their salary.

61% of job seekers research companies online before they've even submitted their application.⁶ Poor reviews may be enough to deter them from ever submitting their application. The business then misses out on the best person for the job.

Businesses with a strong employer brand decrease their cost to hire by 43%.⁷

Automating the interview scheduling process frees up hiring managers and members of interview panels. They then have more time to spend preparing for interviews and learning about candidates. They're then in a better position to make an informed decision about who the best person for the role is.

⁶ <https://www.glassdoor.co.uk/employers/popular-topics/hr-stats.htm>

⁷ <https://www.hrgrapevine.com/content/article/insight-2018-04-27-4-ways-to-build-your-employer-brand>

Using an ATS that's calendar synced is one of the easiest ways to streamline the hiring process. When an ATS automatically connects to the schedules of interview panels, scheduling interviews becomes a faster, smoother process for everyone involved.

The hiring process costs an average of \$4,129 per hire.

Once the interview panel's schedules are connected, the hiring manager can use Real-Time Scheduling to speed up the interview scheduling process. Interview panels don't need to block out time or reorganize their schedules to hold interviews: Real-Time Scheduling uses their real-time availability to generate a link for the hiring manager to send to candidates. Candidates can then use this link to book their own interview at their own convenience.

61% of job seekers research companies online before they've even submitted their application.

This link is scalable – it doesn't matter if they're interviewing two or two hundred candidates. It also updates in real-time, preventing two candidates from booking the same interview slot or last-minute meetings clashing with recently booked interviews.

Should a company need to conduct multiple interviews over the course of the day, Cronofy's Intelligent Interview Sequencing feature can manage that, too. It works in the same way as Real-Time Scheduling but allows hiring managers to select different interviewers and time lengths for each part of the day. It makes organizing multiple interviews on the same day just as easy as organizing one.

Recruitment and employer branding

The time saved could then be used to send feedback to unsuccessful candidates. While many companies don't do this, it creates a better candidate experience and further differentiates companies from their competition. Even unsuccessful candidates are left feeling appreciated and valued, making them more likely to reapply for roles in the future.

Interview

Duration

Panel

☒ Tony Pa

☐ Sarah La

☒ Adam We

Hours 10

Candidates may well go on to become customers whether they're successful or not, but if their experience is poor, both they and their social circle may take their custom to a competitor. Virgin Media learned this the hard way when unsatisfied candidates took their custom – and that of their friends and families – elsewhere. They ended up losing \$5.4mil in revenue.⁸

The better the hiring process,
the better the candidates
an employer can attract.

A simple, informed hiring process reflects a company's culture and the kind of place candidates could work in.

An overcomplicated hiring process is a stressful experience. It could cause candidates to turn down a job offer even if they're a great fit for the role. That's a big risk when the hiring process costs an average of \$4,129 per hire.⁹ The longer a company spends hiring, the more expensive this gets and the more likely it is to harm a company's employer brand.

However, when a company invests in a better candidate experience, it improves the quality of their hires by as much as 70%.¹⁰ This increase in their employer brand also reduces the cost to hire by up to 43%.

Time saved per vacancy

Imagine: a company needs to interview 10 candidates for a vacancy. If the hiring manager spends 15 minutes liaising between the interview panel and a single candidate, that's two hours and 30 minutes lost to organizing interviews for one role. That doesn't include any rescheduling issues that may come up, either. Letting candidates book their own interviews saves the hiring manager this time, giving them more time to focus on interview preparation, working with their team, and developing handover documentation.

8 <https://business.linkedin.com/talent-solutions/blog/candidate-experience/2017/bad-candidate-experience-cost-virgin-media-5m-annually-and-how-they-turned-that-around>

9 <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/Documents/2016-Human-Capital-Report.pdf>

10 <http://resources.glassdoor.com/rs/899-LOT-464/images/50hr-recruiting-and-statistics-2017.pdf>

Helping new hires through the onboarding process

Once a candidate has accepted their new role, the company needs to prepare for their first day. These first few days should create a positive dynamic. However, communicating company values when an employee already has millions of different things to learn and remember isn't easy.

It's imperative that new hires pick things up quickly so that they can start benefiting the company. This creates stress for managers because, as well as training the new employee, they also have their regular job to do.

Forgetting an important piece of information – or missing a meeting with a key team member – doesn't leave a great first impression. This also prolongs the time it takes for new employees to settle in and start to contribute.

With 23% of new hires leaving before their first work anniversary, creating a better onboarding process is crucial.

There's so much for new employees to do and remember that it seems impossible for it all to be scheduled in.

That's where Enterprise Connect comes in.

Enterprise Connect allows for new hires to be added to a company's calendar domain as soon as their account is created. New employees can be automatically added to recurring team meetings before they even start.


Colleagues can schedule meetings with their new team member before their first day. Different parts of the team could even assist with different parts of the onboarding process. This could include showing them around the premises or demonstrating how to use a particular software. This also helps team members who'll be working closely together get to know one another.

The faster the team connects, the faster they can begin to work as a unit and help each other to achieve more.

The employee experience that a company creates is important to keep long-term staff and new hires happy. The more monotonous tasks employees can automate, the more time they have to work towards their objectives and improving their skills. This not only makes employees more satisfied in their roles, but also helps businesses to grow faster.

The employee experience that a company creates is important to keep longterm staff and new hires happy.

The new employee's line manager, meanwhile, could even use this feature to block out time in their new employees' calendar, ensuring that they have plenty of time to discuss company policies and set up their necessary accounts. Doing this via calendar sync means that the employee's time is blocked out – no one else can schedule in a meeting with them before they're ready. It also ensures that nothing gets forgotten or rushed.



Planning out the new hire's schedule in this way creates a faster, more welcoming onboarding process. It also ensures that nothing gets missed on their crucial first day, giving a great first impression. With 23% of new hires leaving before their first work anniversary, creating a better onboarding process is crucial.¹¹

Enterprise Connect

Enterprise Connect allows for the calendars of a whole organization to be connected to their favorite HR software automatically. IT and data security teams have full control over who is calendar connected and when. New team members are added to the system as soon as their account is created – they can benefit from calendar sync from their very first day.

A structured onboarding process can be the difference between an employee leaving and them staying long-term. In fact, when a new hire goes through a more structured onboarding process, they're 58% more likely to still be there three years later.

It can take up to eight months
for new employees to reach
their full productivity levels.

It can take up to eight months for new employees to reach their full productivity levels.¹¹ This means that the company loses some of its output during that time. Assisting new hires during the onboarding process helps to speed up this learning process, giving them a better chance of success.

¹¹ <http://blog.clickboarding.com/18-jaw-dropping-onboarding-stats-you-need-to-know>

Simplified training session scheduling

Training is a crucial part of an employee's development during their time within a company. But making sure that training fits seamlessly into their work life can be tricky – employees often need to reorganize their schedules so that they can attend sessions.

Using calendar sync, HR teams can organize training sessions around employees' existing schedules.

Blocking out a couple of hours or even days for a training session means coordinating the schedules of dozens of employees. The more employees that are involved, the harder it is to find the right time, the right room, and the right equipment.

Should an external trainer hold a training session, things get even more complicated. They may only have a handful of time slots available. If nobody can attend those time slots, employees could miss out on a great opportunity. Even if the right time is found for everyone, sometimes training sessions need to be rescheduled. This means going through the process again. It quickly becomes tedious.

Instead of booking a training session then seeing how many people can attend, training sessions can be organized based on how many people are interested. If there isn't enough interest, it can be canceled before it's even been arranged. There's less time wasted for everyone involved.

If there is enough interest, the calendar-connected booking software allows the organizer to pick the best day and time for the training session. It works this out using everyone's real-time availability. It then automatically pushes the date and time to attendees' calendars, avoiding any double-bookings. Attendees don't need to do anything other than prepare for the training session itself.


Should the training session need to be rescheduled, the booking software can suggest new days and times based on attendees' availability.

External training and calendar sync

For external trainers, a link can be generated. This allows them to pick the most suitable time for them. It can factor in the availability of everyone that's interested in the training session, meaning that only times where everyone can attend are suggested.

A culture that focuses on learning creates a more productive working environment and more engaged employees.

Once they've chosen the right interview time for them, a Smart Invite can be generated. To the trainer, this looks like a standard calendar event. The organizer, however, will be able to track if the trainer has accepted, declined, or deleted the event from their calendar. This then confirms their presence at the training event, or means other arrangements can be made.



A Smart Invite sent to an external trainer can also include location information. This syncs with their map application and can even be set up to send them a notification when it's time to leave. Notes can also be added to inform them of whom to ask for on arrival, or what room the meeting is in.

Smart Invites work with multiple calendar services, meaning that even if external trainers don't use the same calendar service as the company they're visiting, they can still get updates in real-time.

Should the training session need to be rescheduled, the booking software can suggest new days and times based on attendees' availability. This speeds up the rescheduling process, making it almost hassle-free for the organizer.

Smart Invites

Users can generate a one-off invite to send to external trainers, interviewees, and other people outside of the company. To invitees, it looks like an ICS file. For users, it has one crucial difference: they can see if it's been accepted, declined, or deleted. They can then use this information to respond accordingly.

Training should be an integral part of every business. A culture that focuses on learning creates a more productive working environment and more engaged employees. Encouraging employees to improve their skills leaves them feeling valued. They're eager to return to work and implement what they've learned. This makes them happier – and more effective – in their roles.



Organize meetings in minutes


Successful projects often require team members from different departments to work together. On occasions like this, meetings are important to ensure that everyone works towards the same goal.

If only a couple of people required, organizing a meeting is simple: one person asks the other when they're free, and they pick the most suitable time.

However, this solution isn't scalable. The more people that are involved, the more difficult it is to factor in everyone's schedules, and the longer it takes to organize. Not only that, but the larger the meeting, the more difficult it is to find a meeting room that's big enough for everyone.

The more elements that are
required in a meeting, the more
complicated it is to organize.

Equipment such as screens or projectors can also play vital roles in many meetings. The availability of these resources needs to be factored in when organizing a meeting. Even if companies already have a booking system in place for these items, there isn't always a way to track where equipment is if it's used for two meetings back-to-back. This can lead to delays while equipment is located and set up.



Organizing a meeting requires lots of small, simple tasks like sending emails or making phone calls. These quickly add up. If it takes two minutes to send an email, and it takes 10 emails to find the right time for everyone, that's 20 minutes lost to the first part of organizing the meeting. They haven't even begun to find a room or any required resources yet.

Adding calendar sync to meeting room booking software eradicates the need to book everything individually. Meeting organizers save hours, giving them more time to spend on meeting preparation.

Everything an attendee needs
to know about the meeting can
be kept in the same place.

When a booking software connects to users' calendars using the Cronofy Calendar API, all the organizer needs to do is tell the booking software who needs to attend. The software then returns time slots when all the required attendees are free.

If someone isn't critical, the software could even be set up to cater for an optional status.

Rooms and resources with their own calendars can also be factored into the booking process. This means that three of the most time-consuming parts of the meeting organization process take a few minutes to arrange instead of hours of an employee's time.

Everyone's schedules are updated in real-time. If someone accepts a last-minute meeting invite and is now busy when everyone else is free, the software sees this time slot as busy. It therefore won't suggest it as a potential time for the meeting.

Meeting management, simplified

Everything an attendee needs to know about the meeting can be kept in the same place, making it easier for them to find the right information and get there on time. Information such as the room name or number, the address if the meeting is offsite, and even the main topics to be discussed can all be added to the calendar event.

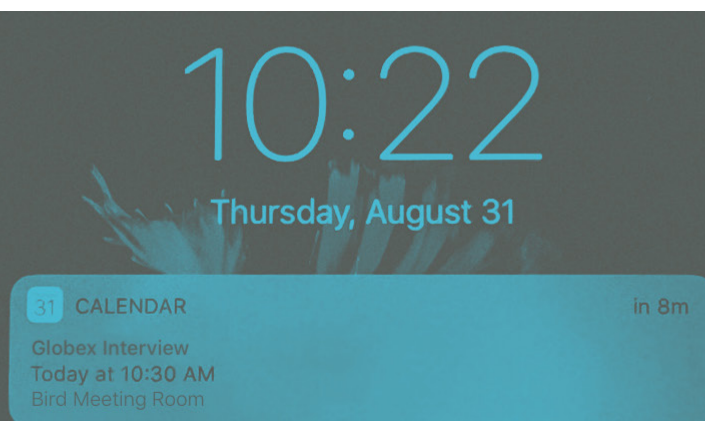
Adding calendar sync to meeting room booking software eradicates the need to book everything individually.

Calendars can even be set up for parking spaces, making it easy for guests to know where to park on the day. For locations with small parking lots, this can help to leave a positive impression on guests.

That's not all, though. Meetings are often delayed by people printing off paperwork, getting a drink, or by tasks overrunning. Booking software that uses calendar sync can send a notification to them via their calendar to remind them of the upcoming meeting. This gives them time to wrap up their current task, print off any relevant paperwork, and get a drink ready for the meeting.

Should the meeting be offsite, a time-to-leave notification can also factor in how long it will take them to get there. Attendees can then adjust their travel plans to factor in traffic issues that may delay their arrival.

Meeting reminders can also be set up to be sent through software that employees use every day, such as Slack. Employees are then less likely to miss notifications and more likely to be ready on time.





Exit interviews

These are the final step of an employee's journey. Businesses can use this opportunity to discuss the employee's time within the company and find out more about why they're leaving. Inviting an employee to an exit interview using a calendar-synced booking system is faster for HR teams to organize and effortless for the departing employee. Exit interviews also help to leave a lasting, positive impression, which may encourage the departing employee to apply for roles in the future.

Attendees who don't need full calendar sync can be sent Smart Invites instead. These are one-off calendar invites that meeting organizers can use to track if an attendee has accepted, declined, or deleted the event. Should an attendee decline, delete, or ignore the event, meeting organizers can reach out to them for more information.

To the invitee, a Smart Invite looks and behaves like as an ICS file. This makes it easy for them to use and respond. Extra information, such as the meeting room's location or who's chairing the meeting, can also be included.

The more elements that are required in a meeting, the more complicated it is to organize. When a meeting is organized with the help of calendar sync, it takes just as much time to schedule a one-to-one as it does an all-hands.

Manage absences more effectively

Booking paid time off may not seem like a big deal, but it often requires jumping through countless hoops just so that an employee can book a well-earned break. This can lead to frustration, deterring them from using all of their holiday entitlement. Not taking regular breaks damages employees' mental health and leads to stagnation in their role. It's therefore imperative that businesses encourage employees to use their holiday entitlement.

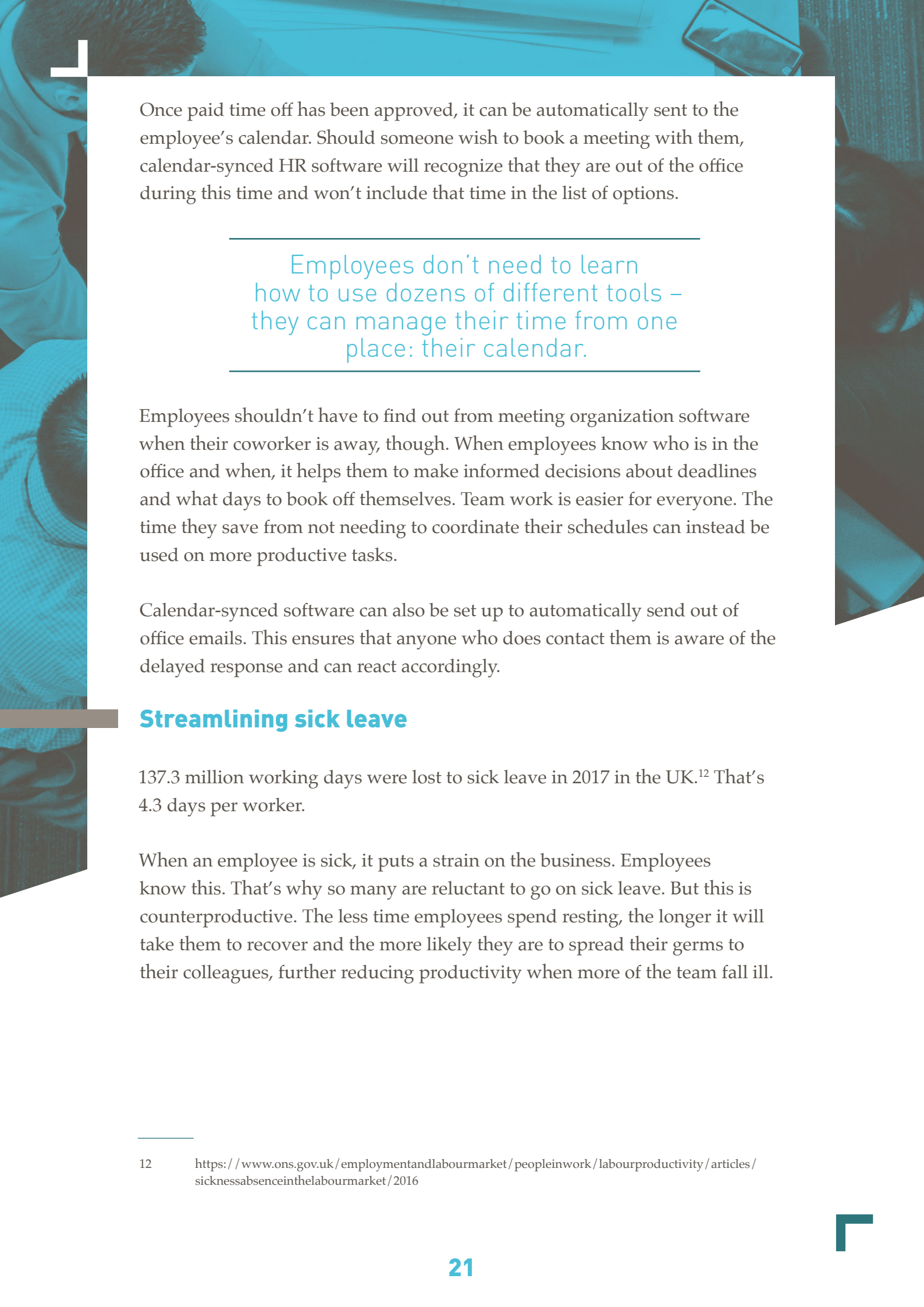
When paid time off management software is connected to an employee's calendar, they can request leave straight from their calendar. What was once a complicated process is simple and stress-free. Employees also don't need to learn how to use dozens of different tools – they can continue to manage their time from one place: their calendar.

The software can then be set up for line managers to manage paid time off via the software or even in their calendar, too. They can see, at-a-glance, who has requested paid time off, and who has upcoming paid time off. This helps to ensure that the department isn't left short-staffed, which is particularly important during busy periods.

When paid time off management software is connected to an employee's calendar, they can request leave straight from their calendar.

When managers can approve or decline paid time off via their own calendar, they don't need to switch between software to check project deadlines or other team members' vacation time. Instead, they can make faster, more informed decisions.

Calendar sync could even be used to allow employees to book paid time off via a chatbot, like with MHR's PeopleFirst. This can be set up to factor in an employee's other commitments as well as those of the rest of the team.



Once paid time off has been approved, it can be automatically sent to the employee's calendar. Should someone wish to book a meeting with them, calendar-synced HR software will recognize that they are out of the office during this time and won't include that time in the list of options.

Employees don't need to learn
how to use dozens of different tools –
they can manage their time from one
place: their calendar.

Employees shouldn't have to find out from meeting organization software when their coworker is away, though. When employees know who is in the office and when, it helps them to make informed decisions about deadlines and what days to book off themselves. Team work is easier for everyone. The time they save from not needing to coordinate their schedules can instead be used on more productive tasks.


Calendar-synced software can also be set up to automatically send out of office emails. This ensures that anyone who does contact them is aware of the delayed response and can react accordingly.

Streamlining sick leave

137.3 million working days were lost to sick leave in 2017 in the UK.¹² That's 4.3 days per worker.

When an employee is sick, it puts a strain on the business. Employees know this. That's why so many are reluctant to go on sick leave. But this is counterproductive. The less time employees spend resting, the longer it will take them to recover and the more likely they are to spread their germs to their colleagues, further reducing productivity when more of the team fall ill.

¹² <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/labourproductivity/articles/sicknessabsenceinthelabourmarket/2016>



Allowing employees to book sick leave from their calendar demonstrates to them that the business cares about their wellbeing. They don't need to spend time chasing people on the phone or writing emails when they already feel ill. This makes them feel more valued, encourages them to look after their physical and mental health – along with that of their colleagues – and means that they're more likely to stay long-term.

137.3 million working days were lost
to sick leave in 2017 in the UK.

The sooner an employee is marked as off sick, the sooner their colleagues can adapt. That's why it's imperative that it's easy for employees to book the time off. Once they've done so, it can be reflected in the team's calendar.

Colleagues can then adapt to fill in for their colleague, whether it's with a client meeting or a looming deadline. This encourages cooperation and communication between employees, making everyone within a team feel appreciated. The more appreciated a team member feels, the happier they'll be and the more willing they'll be to use – and expand – their skills to help the company grow.

Calendar sync and the future of HR

We've explored just some of the ways calendar sync is already being used in HR. Shift planning, automated appraisal scheduling, appointment reminders, and corporate travel management are other workflows where calendar sync could be used to create more streamlined, user-friendly processes.

And that's what's so great about calendar sync. Not only is it versatile, but it also makes your users' lives infinitely easier.



The more software providers that offer calendar sync to their customers, the more customers will expect it.

Using calendar sync, you can add features to your software that allow employees to book shifts from their calendar. As soon as a shift is full, it's removed from the list of options. If someone cancels, the time slot for this shift will reopen automatically.

Real-time calendar sync can also be used to help business travelers. Instead of carrying around boarding passes and itineraries, everything they need to know will be in their calendars. And, just like printed documents, it's all available offline.

For every new employee companies hire, they can save thousands of dollars just from automating the interview scheduling process.

Calendar sync can even be used to automate the scheduling of yearly appraisals. The software can work out the best days, times, and places for managers to meet with every member of their team based on the availability of team members and suitable rooms. HR teams then have more time to focus on creating a better employee experience.



The easier new software is to adopt, the more likely users are to embrace it. Software that connects to users' calendars enables them to book paid time off, schedule meetings, and even organize training sessions straight from their calendar. Giving employees this power creates a better employee experience and saves them hours every day.

Despite this, many companies and software providers still don't offer calendar sync. But things are changing.

The more software providers that offer calendar sync to their customers, the more customers will expect it from their HR software. If one software doesn't offer calendar sync, they'll take their custom elsewhere. And this is starting to happen. Calendar sync is becoming the latest must-have feature that many HR teams require to carry out their daily tasks.

The easier new software is to adopt, the more likely users are to embrace it.

For every new employee companies hire, they can save thousands of dollars just from automating the interview scheduling process. Speeding up this process doesn't just mean that the new employee can get started faster. It also means that companies spend less time filling in for the vacant role, whether that's with contractors or employees bridging the gap. The cost of this cover adds up fast, particularly when current employees have to fill in for the vacancy. This cover results in reduced productivity. Staff are stretched and may not be able to cope with the extra workload. The resulting stress could mean more employees leaving and an even greater cost to the business.

That's why it's so important to automate as many tasks as possible – no matter how simple they may seem. The more tasks that are automated, the more time and energy employees have to spend on creating better experiences for customers and fellow employees.

Failing to automate simple tasks costs businesses tens of thousands of dollars every year for each employee. The busier employees are, the more processes they need automated. This gives them more time to focus on helping the business to grow and fosters a better working environment.

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A better working environment makes employees more satisfied in their working lives. They'll stay loyal to their employer, reducing a company's employee churn rate. When they do hire, the reputation of their working environment will help them to attract even more great talent. All of these elements work together to help businesses retain said talent and grow faster than their competitors.

Build two-way calendar sync into your HR software faster and easier using our Unified Calendar API. Don't worry about compatibility issues or ongoing maintenance – leave that to us. You focus on making your users happier and smarter. Your customers will thank you for it.

The image shows a screenshot of an HR software interface. At the top, there is a form with fields for 'Name', 'Role', 'Position', 'Location', and 'Details'. Below the form, there is a section titled 'Available interview slots' which displays a calendar grid for the week of June 25th to June 29th. The calendar shows time slots in 1-hour increments, with some slots highlighted in blue, indicating available times for interviews. The interface is overlaid on a dark blue background with a geometric design.

Time is a precious resource. At Cronofy, we believe that connecting everyone's schedules saves them time so that they can focus on what's important.

That's why we created the Cronofy Calendar API. It's a fully supported Calendar API that enables software providers to build real-time, two-way calendar integration without compromising on users' privacy.

It works with all major calendar services – Apple, Google, Office 365, Outlook.com, and even Microsoft Exchange.

Instead of working with five calendar APIs, developers work with one. They can then use the time saved to build more great features into your software.

Discover how Cronofy could fit your scheduling needs. Contact us today to find out more.



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