# Scouting the Roadmap - How to evaluate recruitment technology.

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**The "buying cycle", prevalent in all levels of society, typically begins with a vague recognition of a need. A toddler for example, might recognise the need for a toy sports car - a high flying executive might recognise the need for a real one. The next stage in the cycle is the search for information. In both cases this is likely to involve a lot of pointing, screaming and crying. Alternatives will be evaluated (more pointing and screaming) and finally a purchase decision is made.**

It's called a 'buying cycle' because it tends to be repetitive. After the purchase is made the buyer will continue to evaluate the value received (often resulting in parents and executive alike crying into their bank statement).

When it comes to buying recruitment software, there are two subtle differences in the buying cycle. One is that it involves less crying and screaming; the other is that the cycle often starts somewhere between post-purchase evaluation and need recognition. At Eploy, we are often contacted by companies looking to improve their recruitment system, sometimes after being with their current provider for less than two years.

So, what is prompting so many companies to change their recruitment software after such a short period? One reason could be that the software which seemed like a good fit at the time, in reality, is not fit for purpose. Another reason could be that the software provider is not quite the company they portrayed during the sales pitch.

Both of these causes point to prospective buyers not having the right information when evaluating alternatives.

**Asking the right questions**

To get more of the right kind of information-buyers need to think about the right kind of questions to ask.

One such question could be to ask the software provider to explain their software development process. There should be evidence of a product roadmap here. Roadmaps give you insight into where the software is going, the features and benefits can you expect to realise in the near to mid-term. In this respect, software is unlike most other purchases, since the product you buy today is likely to expand and improve over time. This is quite unlike the flashy sports car manufacturer who is highly unlikely to install their new improved engine into your previous series model. Ask for both the current roadmap (to give you an idea of new functionalities that you can expect in the future) and previous roadmaps. Then, ask to see previously "roadmapped" items demonstrated - this is a great way to test if the roadmap can be trusted - or whether it's just marketing 'spin'.

Getting the right product is not as simple as throwing your rattle out of your sports car. But by asking the right questions, you will be able to find the right product for your company.

**To help you make more informed decisions, download the whitepaper - 6 Non-Standard Questions to Ask When Buying Recruitment Software - which is available at eploy.co.uk/6questions**