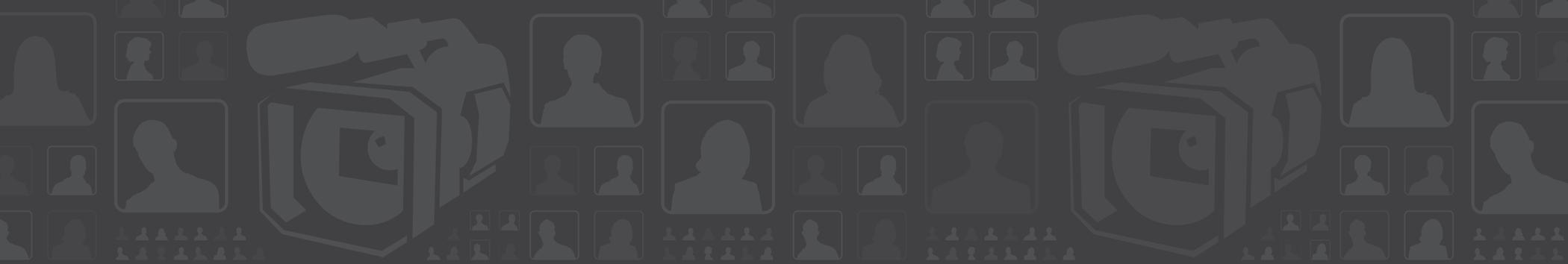




Seven Ways to Make Video Interviewing Work for You

Jobvite



All recruiters have struggled at some point to identify top candidates faster. Sometimes it's because an applicant pool is vast, and they need help whittling it down effectively. Sometimes it's because the job opening is for a critical position that urgently needs to be filled. But no matter the reason, a growing number of recruiters agree that early interviewing—particularly *video interviewing*—can be tremendously useful in saving time, effort, and money in the hiring process.

While several options exist for video interviewing, one that stands out as especially advantageous to both hiring teams and candidates alike is *asynchronous*, or one-way, screening. Using this approach, recruiters can pre-record specific interview questions and provide select applicants with an invitation to respond. Candidates then create and send back their own video-recorded answers, typically from their own locations and in accordance with their own busy schedules.

Unlike live video interviews, asynchronous video interviewing allows entire hiring teams to individually and collectively assess candidates, playing back recordings as often as they like, while sharing feedback with each other. At the same time, it eliminates the need to schedule a mutually available time slot—something that often takes recruiters upwards of 45 minutes to achieve *per candidate, per job*. Consider that recruiters interview an average of 10 candidates for each requisition, and that can amount to around *8 hours of time saved per job*—with additional hours saved by eliminating redundant peer-level interviews. Consequently, recruiters and their teams can more easily connect with and filter through a greater number of applicants. By the time candidates are brought in for a face-to-face interview, they've already been screened—so only highly qualified prospects warrant the expense of a live interview (which often includes hefty travel price tags). The result is a more direct and cost-saving route to hiring the right talent.

Of course, as with the adoption of any new interview process or technology, there are certain best practices that can optimize your outcome. Here are seven tips for getting the most from your video interviewing experience.

Jobvite Video allows you to customize your interview's welcome page for each candidate...

Be as welcoming and personalized as possible.

Granted, that might sound odd, given that pre-recorded video interviews are, by their very nature, impersonal. Recruiters are asking questions to a camera, while candidates are addressing faceless, absent judges. But if you can keep these things in mind when preparing your interview, you'll have a better chance of presenting your company as a warm and inviting environment. Look for ways to relax candidates who might not be comfortable in front of a webcam, so you can get a better idea of who they are and how they would fit within your corporate culture.

For example, Jobvite Video allows you to customize your interview's welcome page for each candidate, so you can turn a standard on-demand screening into a more branded and engaging experience. Likewise, tailor your video introduction with details specific to the job at hand, letting candidates know what to expect while reminding them that an invitation to a video interview means they have effectively gotten a foot in the door. This will engage applicants and encourage them to perform well.

2

Jobvite recommends allotting 30 seconds for candidate preparation upon hearing each interview question, with about two minutes allowed for responses...

Ask the right questions, with the right timing.

You know how to conduct an in-person interview or a phone screen. The video interviewing process is not terribly different, but it does have a few critical distinctions.

First, you'll want to stick to no more than five questions total—and you'll also want to limit the amount of time candidates are allowed to prepare and respond. Jobvite recommends allotting 30 seconds for candidate preparation upon hearing each interview question, with about two minutes allowed for responses. Second, remember that the one-way video interview process prevents candidates from seeing your face or hearing your voice as they respond, so they miss the typical involuntary cues that occur during normal conversation—such as a nodding head (indicating understanding) or a slight “mmm-hmm” (indicating agreement). Those cues can inadvertently direct the flow of an interview, so without them, you'll want to pay attention to the order in which your questions are asked. Consider making your initial questions less complex, so applicants have time to warm up. Then, as candidates become more accustomed to the practice, step up the question difficulty with inquiries about past accomplishments that directly tie into the job duties. And don't try to use the same set of questions for different jobs. Talk to key stakeholders and get input on what they are looking for specifically in a top performer, so you can get the most valuable feedback from candidates.

3

Jobvite Video allows you to customize expiration dates to individual candidates...

Plan ahead for expiration dates and re-takes.

A video interview invitation should be a big deal to an active jobseeker, but there will be times when—for whatever reason—candidates don't respond promptly. Be sure to set expiration dates and send reminders, so candidates understand they have a finite amount of time in which to submit their videos. Jobvite Video allows you to customize these expiration dates to individual candidates, so if an applicant has a known conflict or an opening is particularly urgent to fill, you can accommodate variable timeframes. In general, five business days should be plenty of time for a candidate to record and return his or her responses.

The question of re-takes is tricky. No one gets a do-over in a live interview. But because everyone is different on camera, Internet connections are dropped, and you truly want to see the best from each candidate, consider allowing applicants to have a second or third chance. Conventional wisdom, however, suggests that the only *valid* reason for allowing a re-take is a connectivity error—so keep that in mind.

4

Jobvite Video allows you to solicit video interview feedback from anyone in the company...

Line up your evaluators in advance.

Go out and evangelize the benefits of your video interviewing process with all of your hiring managers. You need their active participation and cooperation in order to succeed. Make sure they know, however, that this is only a first-stage screening. They will certainly have opportunities down the road to conduct face-to-face interviews with the best candidates.

In addition to hiring managers, prepare everyone whose input will be valuable to the screening process. That might include peers or cross-departmental employees who have to interact daily with the new hire. Jobvite Video allows you to solicit video interview feedback from anyone in the company—not just the hiring team—so you can easily obtain and share input on every candidate.

5

Make your evaluation consistent, intelligent, and detailed.

...you can pause and replay Jobvite Video recordings as often as you like...

Again, you're likely an experienced interviewer, as are many within your team. But video interviewing does require some additional care. Say, for example, you have six people evaluating a candidate's responses. In a live interview, each of these people would be speaking with and evaluating a candidate one after the other, and therefore having a relatively consistent experience. You'll want to mimic that process with video evaluations, requesting feedback from each person as promptly as possible after the responses are submitted. You can also ask hiring managers to work alongside you when evaluating an applicant, so you can accelerate the workflow and get collaborative feedback.

Video recordings also offer evaluators some distinct advantages when it comes to assessing candidates. For instance, you can pause and replay Jobvite Video recordings as often as you like—giving you the opportunity to pay close attention to the little things, such as eye contact, body language, and degree of confidence. You can also take the time to understand a candidate's ability to communicate effectively on-the-fly. In a recording, things like repetition, hesitation, and the use of filler words (such as “you know,” “like,” and “uh”) become much more obvious than in regular conversation. Pay attention to your first impression of a candidate on video, and take copious notes.

6

...archiving your video interviews allows you to bolster your talent pool with additional long-term assets

Archive your video interview recordings.

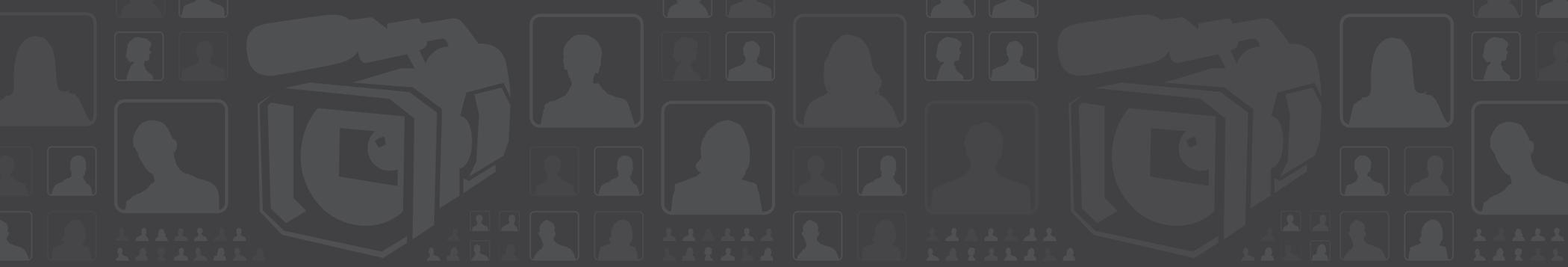
No, it's not for posterity. Archiving serves several valuable purposes. First, it helps you document your evaluation history, which is often required in some industries for compliance, or in case of an audit or lawsuit. Second, and perhaps more important, archiving your video interviews allows you to bolster your talent pool with additional long-term assets. While you might not opt to hire a candidate for one job opening, you could choose to revisit her at a later date for a different role. The more you can enrich your candidate database, the better your odds of keeping key positions filled.

Put your best self forward.

Not everyone was cut out to be on camera, so if you're not the right person to present the video interviewing questions, don't stress. Find the person who will best represent your company—because you are marketing to candidates just as much as they are working to impress you. Be sure to set up a practice time to run through the questions, slow your words down, and relax.

Also, before it's time to record, check your environment on camera. If you're using a webcam, try to get a wired (rather than WiFi) connection to avoid delays. Use lighting in front of the presenter, rather than behind, which can cause silhouetting. If you're filming in an office or conference room, be sure the desks or tables are uncluttered. Put the camera at eye level if possible, and have the presenter look into the lens (and not at the screen, which is tempting). For video purposes, avoid wearing clothing with busy patterns or stripes, as they tend to interfere with the playback quality. And of course, be sure you're in a quiet place. Background or street noise is awfully distracting and easy to pick up on digital recordings.

...you are marketing to candidates just as much as they are working to impress you...



As early video interviewing ramps up in popularity, the process will probably become second-nature to most recruiters.

Remember these key practices as you proceed to ensure the greatest success with your video interviews:

- ✓ Personalize the experience for your candidates.
- ✓ Ask relevant, well-timed questions.
- ✓ Set deadlines and limits as needed.
- ✓ Get all evaluators on board and prepared to share feedback quickly.
- ✓ Don't be afraid to play videos back several times while assessing candidates.
- ✓ Enrich your talent pool by maintaining video interviews in your candidate database.

Jobvite Video is designed to help you easily accommodate these practices and streamline the candidate selection process. In addition, Jobvite Video integrates directly with Jobvite Hire, so you can maintain each candidate's status with current data—without switching between applications. As a result, you can regain valuable hours—*as many as 8 or more per job posting!*—while cutting costs substantially.

For more information, or to see a demo of Jobvite Video, please contact 1-844-JOBVITE.