

The Softcat logo is a purple oval with the word "Softcat" in white, sans-serif font.The Softcat logo is a purple oval with the word "Softcat" in white, sans-serif font.

CUSTOMER SERVICE  
IS AT THE HEART OF  
**EVERYTHING**  
WE DO!

# Jobvite Video Screening Saves Softcat Valuable Time



## CHALLENGE

Softcat, a provider of IT infrastructure, needed to pivot to maintain the crucial hiring process step of an in-person review board.



## SOLUTION

Softcat introduced Jobvite Video screening solution during the late stages of the interview process.



## RESULTS

By integrating video, Softcat maintained the ability to complete multi-person review, a critical step in the hiring process, while reducing valuable recruiting time. This allowed for the hiring of nearly 300 individuals remotely.

**JOBVITE**





## Driving Productivity, Efficiency in Interview Process

Softcat, a leading provider of IT infrastructure to corporate and public sectors, partners with more than 200 of the best vendors from across the globe to provide its customers with the best solutions to meet their needs.

As one of the UK's largest technology companies and a trusted partner to many of the world's best known technology brands, Softcat has a large and diverse network of team members. As part of their talent acquisition (TA) function, Softcat found success using one of the embedded features in Jobvite to not only maximize their recruitment process, but to pivot to video assessments at a time when a more virtual solution was urgently needed.

Softcat is an early adopter of Jobvite Video screening, and when it comes to hiring applicants at volume, the company used video in some capacity even before it was the norm. For years, Softcat's pre-screening process consisted of a one-way video stage where candidates record themselves answering a set of 10 questions. Many Jobvite clients use one-way video features for initial candidate screening. What is remarkable in Softcat's utilization was their process that leverages the technology twice – once during initial candidate screening, and again during a later stage panel interview. Softcat's use of video has resulted in dramatic time savings and improvement for their late-stage step.

Typically, Softcat was completing late-stage interview assessments face-to-face, with recruiters and hiring managers traveling to nine offices to run the assessments. This process was difficult to manage, even in-person. The assessments are now completed using Jobvite Video. This allowed the process not to be extended or abandoned during a time when going virtual was a necessity.

“When we started using Jobvite and the video platform, it was a huge weight off of everybody's shoulders. It is integrated so well that actually there is never a workflow issue.”

– Alice Wood, Softcat Internal Sales Recruiter

## Screening Faster and Fairly

Jobvite's on-demand video screening tool accelerates, enhances, and builds consistency in the applicant screening process. As a native video screening solution built directly into an Applicant Tracking System (ATS), Jobvite Video makes the experience seamless and easy for recruiters, hiring teams, and candidates alike.

Instead of spending hours scheduling and coordinating one-on-one candidate phone screens, Jobvite's technology allows recruiters to empower candidates to respond to their screening questions in a timed, on-demand video recording. Recruiters can review the videos in minutes, versus a full 30-minute screening call. This allows recruiters to quickly narrow the pool of qualified candidates that they want to follow up with. Unlimited playback also allows recruiters to replay each candidates' video as many times as they need to accurately evaluate.

On-demand video screening ensures that the same questions are asked to each candidate. Similarly, each candidate will feel confident that they have been provided a fair and equal chance at responding to the same questions as their competition.



Video interviewing also caters to the candidate's schedule, allowing them to complete the assessments any time on their computer or mobile device. Recruiters and members of the screening panel can review the recordings at their convenience as well. They can also collaborate with other panelists to give insights into their point of view asynchronously.

## Recording a High Volume

Softcat hires at volume and Wood recruits nearly 180 employees a year in sales alone. On an ordinary day, she estimates that she is taking 5 – 8 people through to this video stage.

"It's often a case that the first real interaction they have is through this video platform – and it works really well," she said. "The biggest thing that I get from these candidates is actually how streamlined it is and how easy it is to use as a function."

"The process normally goes off without a hitch, which is brilliant when you think about that, as these are people that we have not

“In the last year, I've recruited nearly 300 people, but due to the pandemic we haven't been able to physically meet anyone. If it wasn't for the use of the video platform, I wouldn't even know what they look like when we do go into the office.”

– Alice Wood, Softcat Internal Sales Recruiter

spoken to," Wood continues. "They are able to navigate through [the recruitment process] without having us hold their hand through it."

"The benefits of Video assessment are twofold." Wood said. "Not only does it save the time and logistics of completing 40 to 50 screening interviews, but it also screens out less serious, less engaged and less interested candidates."

This is critical at a time when more and more companies are ramping up hiring. While the bandwidth remains the same, recruiters must find creative ways to hire smarter and faster by fast-tracking volume hiring. For Softcat, this meant reducing scheduling friction by expediting the pre-screening process and the assessment phase with video interviewing.

## Achieving Maximum Impact with Jobvite

Softcat plans to continue using video in the recruiting workflow and specifically expand their video usage in the assessment category in future. It is becoming more common for candidates to be familiarized with video assessments, and Jobvite and Softcat predict this dynamic will cause additional companies to embrace these capabilities and find more ways to use video beyond the pre-screening phase.

"Video is a hugely integral part of any ATS moving forward," Wood said. "Jobvite's solution, as it stands at the moment, works incredibly well and is exactly what we need it to do."

Jobvite continues to identify the most valuable enhancements that can be made to create an even stronger video product in the future. To learn more about how to save time with on-demand video screening, visit [www.jobvite.com/video](http://www.jobvite.com/video).



## **EVOLVE** TA FRAMEWORK

### Softcat Maximized their Technology to EVOLVE their Interview Process

Jobvite's EVOLVE Talent Acquisition Framework helps TA teams deliver world-class results. From initial assessment to specific action plans, EVOLVE empowers TA leaders to identify and prioritize areas for improvement so that no effort is wasted. Teams, processes, technologies, and strategies are optimized over time, and organizations emerge stronger, more efficient, and better able to adapt to the needs of the ever-evolving talent marketplace.

The EVOLVE framework offers four levels of talent acquisition maturity. By aligning their process and technology, organizations like Softcat can move from a level 1 to a level 2.

#### About Softcat

Softcat is a leading provider of IT infrastructure to corporate and public sectors, with a passion for employee satisfaction and world-class customer service. They have nine offices across the UK and Ireland and a growing workforce of over 1,600 people.

They offer a single point of purchase for bespoke, innovative IT solutions. This is delivered through a combination of their broad portfolio of IT services and solutions, a deep technical knowledge, and strong partnerships with leading vendors. A strong and effective IT estate is underpinned by four priority areas: Hybrid Infrastructure, Cyber Security, Digital Workspace and IT Intelligence. Softcat's teams work with clients on these priorities to create a solution that meets their needs. Whether it's a piece of software, expert advice or full infrastructure transformation, their teams are ready to deliver.

#### About Jobvite

Jobvite is leading the next wave of talent acquisition innovation with a candidate-centric end-to-end talent acquisition suite that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day and beyond. Jobvite's marketing-first Talent Acquisition Suite weaves together AI and automation to increase recruiting speed, improve the quality of hire, and reduce costs. Jobvite proudly serves thousands of customers across a wide range of industries including Ingram Micro, Premise Health, and Zappos.com. To learn more, visit [www.jobvite.com](http://www.jobvite.com). The Jobvite, JazzHR, and NXTThing RPO brands, all part of the Jobvite family, are providing TA solutions and services for over 12,000 organizations around the globe.

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